

KING NOVELTY CO.



Dear Friend:

It is with a great deal of pleasure that I am sending this Novelty Catalog to you. In it are listed a varied and unique collection of Novelties, Curios, Jewelry, etc., that I feel sure would interest you and your friends. Read the contents from cover to cover. If you do not find what you want on Page 1 it may be found on Page 7 or 15 or maybe it is on the very last page. So sit down, either alone or with some of your friends, and enjoy yourself looking over the beautiful pictures and reading what it has to say about these Goods.

Then mark down what you want and send your order in to the Company and we will ship promptly. Then put the book in a safe place so you will know where to find it when you wish to order again or you may wish to loan it to one of your good friends who would like to get some of these articles.

I might add that the quickest way to get your order filled is to only mark down the number of the articles you want and the price. No need for you to write a long letter. Use enclosed PINK Order Blank for convenience or should you lose it jot the ORDER NUMBER down on a piece of paper. Mail QUICK to the Company for QUICK SERVICE. We feel sure you will be pleased and hope to hear from you soon.

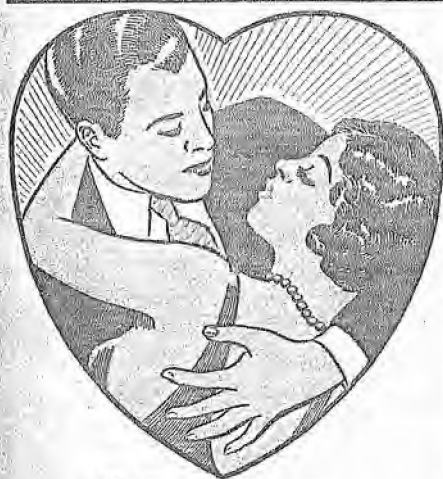
Sincerely yours,

KING NOVELTY COMPANY

KING NOVELTY CO.

2244 COTTAGE GROVE AVE., CHICAGO, ILL., U. S. A.

LUCKY 'MO-JO GOOD LUCK PERFUME



He Loves Her She Smells So Sweet

Thrilling, enchanting Oriental fragrance wins many friends for users of this perfume. Some people use it when they wish to be attracted to the opposite sex or gain favors. Order a bottle now. Try it yourself on handkerchief or clothes or rub a drop or two behind the ears.



Order by No. A-203
Price with Tax **55c**

Sweet Perfume Attracts Attention

The charm of this exquisite perfume is loved by all. Its sweet smelling, soothing odor lingers about you like a fascinating dream. Order a bottle of **GOOD LUCK** Perfume today. We believe you will be thrilled with its sweet fragrance.

Thrills with Delight

Many claim that they have been **Lucky in Love** through the use of certain perfumes. However, we make no claims to this effect or that this perfume is **LUCKY** but sell only as a high grade perfume possessing a delightful, Oriental type, long lasting fragrance.

GOOD LUCK SACHET LOVELY POWDERS



Attract
Admiring
Glances
from the
Men
Folks

USED BY MANY TO
WIN IN LOVE



Order by No. A-204
Price with Tax **55c**
3 Jars for Only \$1.00



Keeps
You
Sweet

Highly
Perfumed

Put in Bag
Tie Around Neck

Place a little powder in a bag and tie around the neck or place a little on the body each morning. Surrounds you with a delightful perfume and keeps you sweet all day. Sprinkle in your dresser drawer to keep clothes sweet. While many say that these powders have brought them **Good Luck** we do not make these claims but sell only as a delightful, fragrant Sachet Powder.

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



7 KEYS TO POWER



By Lewis deClaramont. On the title page it states "Oh, eyes that are weary and hearts that are sore, look unto God and sorrow no more." In the introduction the author says this Book will tell you "When to do a certain thing and How to do it." It gives you instructions and directions as to the hour, day, or night, whether to use the Light of the Sun, the Light of the Moon. The Book purports to tell: How to Remedily Conditions known as Gross Conditions; Key to the Power of Commanding; How to Get Rid of Fear; Hour of Occult Power; How to Find the proper hour for all magical undertakings; How to Cast Out Devils; Overcome Enemies; Unravel People; How to Burn Candles for the Days of the Week; How to pray to Remove All Evils. We assume no responsibility for the Author's or Publisher's claims, and sell the 7 Keys to Power only as a Book that you might be interested in reading. Price \$1.00, and we give FREE of extra cost an alleged Seal of Power on Genuine Parchment Paper.

No. B-677—7 Keys to Power.....\$1.00
Seal FREE of Extra Charge

ILLUSTRATED
THE ANCIENT'S BOOK OF MAGIC—The ANCIENT'S BOOK OF MAGIC is an Historical record of the Secret practices of the Ancient Masters and Adepts. Some of the contents of this Book are: Secret Procedure to make an Invocation; Language to hold with Spirits; The Conservation of Oil; Invocation of Evil Spirits; Of a Method of Raising Evil or Familiar Spirits by a Circle; Benediction of Perfumes. A Few of the many Illustrations are: The Magic Circle; The Holy Table of the Archangel Michael; The Pentacle of Solomon; Hand of Glory; The Trumpeter of Evil; The Witch and the Demon; Pentacle for Conjuring Spirits; The Angel enchains the Devil. We assume no responsibility for statements made by the Author, but sell The Ancient's Book of Magic as a most interesting Book. 182 Pages. Publisher's Price \$5.00. Our Price \$1.89. A Great Book about Ancient Magic and Spirit Invocation.
No. B-688—\$1.89

SUPPOSED SUPERNATURAL MYSTERIES REVEALED BEFORE YOUR EYES



OUR PRICE \$1.89
PUBLISHERS PRICE \$5.00

UNTO YE THE POWER SHALL BE MANIFEST

... This appears on every Book ...



THE TEN LOST BOOKS OF THE PROPHETS—In these Books the author claims to endeavor to explore the field of Divine Magic. On the title page of the 1st Book of "Holy Magic" it states "Which God gave unto Moses, Aaron, David, Solomon, and other Saints, Patriarchs and Prophets; which is the True Divine Wisdom." Book 3 tells the Use of the Psalms—Gives the Psalm for Luck; Psalm for Severe Headache; Psalm for Gross Condition; Psalm for being Successful; Psalm to Overcome an Evil Spirit; Psalm for Protection; Psalm to keep secure from all Evil; Psalm to receive information through a Dream or Vision; Psalm to Escape Danger of Floods; Psalm to be reconciled with your Enemy; Psalm to receive Grace, and to receive God after committing a Heavy Sin; Book 4 tells about knowing all manner of things Past and Future, which be not however directly opposed to God, and to His most Holy Will. We assume no responsibility for any claims or statements made by the Author but only give his version. Publisher's price printed on Books—\$10.00. Our Price to you very much less.
No. B-681—All Ten Books—Only... \$2.29

MADE TO SELL FOR \$10.00
OUR PRICES ONLY \$2.29

10 LOST BOOKS OF PROPHETS

Moses Solomon and Jesus of Nazareth

C.O.D. ORDERS—If you don't have money handy, Just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

LODESTONE

GENUINE MAGNETIC

The Romans believed that the **LODESTONE** kept husband and wife faithful and their Love secure. Orpheus attributes to the **LODESTONE** the power of attracting the Love of gods and men, and it was frequently set in Wedding rings for this purpose. In India the **LODESTONE** is believed to give vitality and health to those who wear it, and it is very popular amongst Mohammedans as a Talisman against Evil Spirits. In Elizabethan days mariners had great faith in this stone as a preservative from shipwreck, and also as an Amulet against gout if worn against the skin.

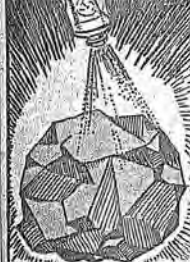
Magnetic:

Hoo-Do Men from the land of Dixie made Conjure Bags in which they placed pieces of Lodestone, for the purpose of Hoodooing, Driving Away Evil Spirits, Drawing Folks to you, or so called Home Breaking, and Good-Bye Enemy Tricks, Job Getting, and general Good Luck. We have known many people who would not be without carrying a **LODESTONE** around with them. We have found this especially true among Folks that like to do Gambling, Play Horses, and Number Games of Chance, and who wish to win in Love Affairs. We do not sell this **LODESTONE** for any of these purposes; neither do we make any claims that it is **LUCKY**, or that it will Drive Away Evil Spirits, but sell only as a Curio, and the use, which you wish to put it in is your own affair. We do, however, guarantee that this **LODESTONE** is Genuinely, Magnetically Alive, or your money refunded. We have taken extreme care in securing only the best made of **LODESTONE**. If you wish this Genuine, Magnetically Alive piece of **LODESTONE**, send your Order NOW.

Order by
No. A-208

Price Only..... **50c**
3 FOR \$1.00

LODESTONE POWDER



Draws to Lodestone

Steel dust, or so called, Lodestone Powder, was used for Conjure purposes, placed in Red Flannel Bags, together with Lodestone and other so called Luck Pieces for the purpose of bringing Good Luck, Driving Away Evil, etc. The steel filings were also sprinkled upon Lodestone to draw a Person to you and get a Job. We make no claims to this effect, or that this so called Lodestone Powder will bring **LUCK**, or Drive away Evil, and sell only as a Curio. Order yours NOW. Send 25c for one package or 50c for three.

Order by No. A-204F
Price Only.....

25c

NOVEL LODESTONE FIXED IN BAG



WITH
LODESTONE POWDER AND MAGNETIC SAND

LODESTONE CARRYING BAG

A Book on Folklore states that an old Conjuror made a Job Getting Hand by sprinkling steel filings upon Lodestone, (to draw a person to you), and tied all these in a Red Flannel Bag. Instructions were to wear this over your Heart, look your man straight in the eye, and concentrate upon getting it. We have Prepared This Wonderful Curio Bag, which consists of TWO Genuine Magnetic Lodestones, together with a generous supply of Lodestone Powder and Magnetic Sand, and placed all in a Red Flannel Carrying Bag. We make no claims that this combination of articles is **LUCKY**, or has any Supernatural Power, and sell only as a Curio. The TWO Lodestones are guaranteed Genuine, and are especially selected to have Magnetic Power, Red Flannel Bag included.

Order by No. A-504..... **\$1.00**
Three for Only \$2.00

MO-JO Brand MAGNETIC SAND

NO EXTRA CHARGE FOR RED FLANNEL BAG

We have many calls for this Magnetic Sand. Many of our customers like to carry a little in a Red Flannel Bag, or sprinkle it on a piece of **LODESTONE**, and believe it to be **LUCKY**. It is Magnetic Iron Oxide, and for that reason we have given it the name of Magnetic Sand. We make no claims that it is **LUCKY**, and sell only as a Curio. It comes packed in a Glass Jar, and we furnish a Red Flannel Bag without extra charge. Order yours Today.

Order by No. A-207 **35c**
Price Only.....

Three for Only \$1.00



SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.



Candles

CANDLES have been used in Mysterious Voo-Doo Practices for various purposes. One Book mentions the New Orleans Spell, which was worked by Four Nickels arranged in the form of a Cross with a Candle at the Head and Foot. It also mentions that Candles are regarded as a Protection Against Spells. Another Author tells us Candles have been used, such as: Green Candles to break up Love Affairs; Red or Pink Candles to make a Man Come Home; Red for Victory; Blue Candles for Love; Yellow for Money; White for peace and to Uncross; Black Candles for Invoking Spirits.



One Book tells us that Six Red Candles have been used to Win in Love. 60 pins were stuck in each Candle—30 on each side. A small paper with Sweetheart's name written on it was placed under the Candle. The advice given was to burn one Candle each Night for 6 Nights. For many of our customers who are interested in Burning Candles, we can now supply you with our **BLACK CAT BRAND CANDLES**. We make no claims that these should be burned for LUCK purposes, or for any supposed supernatural Powers. We do know that Burning Candles gives much satisfaction to many people. Order as many as you want. Save Money when you buy a Dozen.

COLORS—Red, Green, Black, White, Yellow, Blue Orange, and Pink.

No. A-311—Two Candles (Give Color). Price. 25c

No. A-311B—1 Doz. BLACK CAT Candles in Box (Assorted Colors). Only \$1.00
Candle Wick Anointing Oil with each Dozen.

SUCCESS Brand WAXEN CANDLES

CANDLES USED IN RELIGION

The Burning of Candles is an old custom, which has been followed religiously for years. One Book states that Witches would be kept awake by carrying a lighted Candle about from 11 to 12 o'clock at Midnight. The story goes that the Witches tried to blow out the Candle, but if the flames burned steadily until Midnight you were safe. Another Author states, that in his belief, the lighted Candle so often used by the New Orleans Voo-Doos is simply a copy of the Candles burned by the Catholics to their Saints. It was also mentioned that a New Orleans Spell was worked by four nickels arranged in the form of a Cross with the Candle at the head and foot. In New Orleans Voo-Doo practices, Blue candles were used for Love. The author of this book also states that Candles, too, are regarded as a PROTECTION against Spells. It is believed among certain classes of people that the burning of Candles would bring GOOD LUCK. Help one Win in Love, and Drive away so called Evil Spirits. For Folks who wish to buy Candles for whatever purpose they want to put them to, we have prepared this box of **SUCCESS Brand CANDLES**. We make no claims that the burning of these Candles will bring LUCK, Drive away Evil, etc., and sell only as specially moulded, High Quality Candles. Choose the colors you want.

RED	No. A-301	1 Doz. In Box....	\$1.00
YELLOW	No. A-302	1 Doz. In Box....	\$1.00
BLUE	No. A-303	1 Doz. In Box....	\$1.00
BLACK	No. A-304	1 Doz. In Box....	\$1.00
WHITE	No. A-305	1 Doz. In Box....	\$1.00
GREEN	No. A-306	1 Doz. In Box....	\$1.00

NOTE—We will assort up one dozen of these SUCCESS Brand CANDLES in a box—choice of any colors you wish for only 10c additional.



FREE

Of Extra Charge. Wick Anointing Oil will be furnished with each box of Candles.

1 Dozen Assorted Colors. \$1.10

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

LUCKY MO-JO HIGH GRADE INCENSE



**Oriental Type Fragrance
Smells Real Sweet
Lasts Long Time**

Perfume Your Home

Burn Lucky Mo-Jo Incense three times a week according to directions on each box. The sweetness will linger for days. Your friends will love to visit you and remark at the delightful perfumed fragrance that fills your home. Lucky Mo-Jo Incense is economical to buy because you can use less and the fragrance lasts for so long a time after it is burned. There is also a NUMBER that many call LUCKY packed in each package. However, we make no claims that it is LUCKY or of any value.

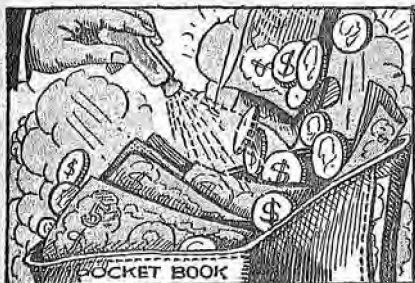
Many Burn Incense for Luck

The burning of Incense for Luck was a secret belief known to Ancients, Orientals and people of many different faiths and religions. For thousands of years Chinese, Turks, Orientals and people of the Far East burned incense for Mystic Ceremonies and Invocations. They believed that it drove away enemies and attracted Good Fortune. We make no representations or claims like this except that it is a high grade incense made from a special Oriental Formula that possesses a delightful fragrance. We believe you will receive unusual satisfaction when you burn Lucky Mo-Jo Incense and smell its sweet perfume that diffuses the atmosphere.

Order by No. A-201
Price Only.....

50c

LUCKY MO-JO 7-11 HOLY TYPE OIL



Sometimes Used This Way

HOW TO USE IT

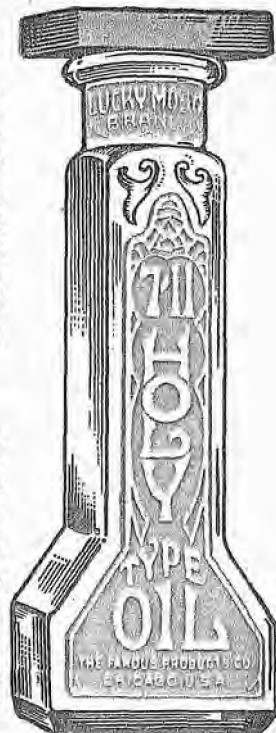
Put a few drops on your hair or sprinkle a few drops on your clothing each morning. Sprinkle a few drops in your dresser drawer or in your place of business. Many people like to sprinkle it on their money and they feel that it is helpful. Try a bottle. Use like perfume. We believe you will be pleased and receive great satisfaction.

ANCIENT HOLY CUSTOM

One of the many commands, which Moses received from the Lord on his return from the Land of Captivity, were those of erecting the altar of Incense and Compounding the HOLY Oil and Perfume. In Exodus XXX, it reads as follows: "And thou shalt make it an Oil of HOLY ointment, an ointment compound after the art of the apothecary; it shall be an HOLY Anointing Oil." This Oil serves to anoint the Tabernacle, the ark of the testimony, the altar of Incense, the altar of burnt offering, and the candlesticks, and all the sacred vessels.

Many Call It Lucky

This HOLY type anointing OIL is an attempt on our part to produce an Oil as near as we can, under modern methods, to be similar as possible to the HOLY Anointing Oil mentioned in the Bible. Many people believe that rubbing certain Oils on their Body or sprinkling the Oil on their clothes would bring Luck in Winning Games and Money Matters. However, we make no claims that this article is Holy or Lucky, and have given it the name of HOLY Type OIL as a Trade Name. If you try our LUCKY MO-JO 7-11 Brand HOLY Type OIL we hope you will be real pleased like thousands of our customers, many of whom always use it.



Order by No. A-202
Price, Including Tax....

55c

The SECRETS of NUMBERS

Revealed!

Godfrey Spencer, the author of this Book, reveals the Secrets of Numbers. This interesting Book contains information on the Following: The Law of Numbers; Character and Influence of various Numbers; Application and Use of Numbers; Meaning of the Birth Number; The Number that Governs the Life; How to Find one's Place of Power; How the Name discloses the Future; How each Single Name affects the Life; The Master Code and How to Find your Winning Number; How to Interpret Dreams and Thoughts so as to give you Proper Number and Number Vibration; How to Find your Lucky Day, Success, Happiness, Love, Money and Life; Choosing a suitable Name for a Child; Names suitable for Marriage. We assume no responsibility for claims made by the Author, but if you are interested in the alleged Magic Power of Numbers, be sure to read this Great Book on the Secret of Numbers, written in a clear, easy to understand manner. During many Evenings of Pleasure, Joy, and Entertainment from this Book of Number Secrets, it has been sold by others for more money than we ask. Order your Book Today, and learn more about Numbers. This Book of Secrets of Numbers will be mailed to you in a plain wrapper. Send your order Right Now.

Order by No. B-688—Price Only.....99c

The SECRET of NUMBERS

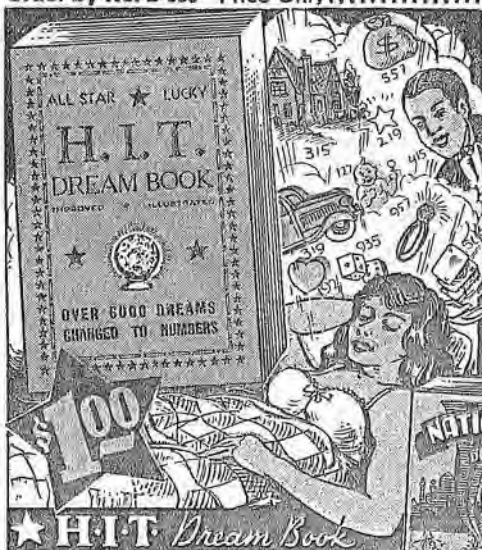
Revealed

by
GODFREY SPENCER

ONLY

99c

FREE
OF EXTRA CHARGE
WITH EACH BOOK
Alleged SEAL of LUCK



Are you interested in Dreams and their Number interpretations? Then Read the Latest, Newest, and Revised Edition of the All Star Lucky H.I.T. Dream Book. Hundreds of Dreams and the author's interpretation of the Dream in Numbers. For example—Dream of a Horse—On Page 23 of this Book, the author gives 315-16. Read in this Book on Page 76, about Names of Women and Numbers—For Example—Boulah—318-49; Page 79—Names of Men and Numbers—For Example—David—493-44; Page 83—Your Birthday Numbers by Policy Pete; Page 84—Hunches and Numbers; Page 88—Days of the Month and Numbers; Countries and Numbers; Page 90—Birth Years and Numbers; Page 91—Playing Cards and Numbers—For example—Ace of Diamonds—926-205-262. We assume no responsibility for statements made by the Author. The Publishers state they attempted to make this the Best possible Book that would be Efficient and Contain all the information on Dreams a person could desire. Order your ALL STAR LUCKY HIT DREAM BOOK at once. Contains over 6,000 Dreams.

No. B-689—Price Only.....\$1.00

BE WISE

This Book in addition to 84 pages on Dreams and Numbers Interpretations gives Year in which you were Born and Number; Cards and Numbers; Wedding* Anniversaries and Numbers; Letters of the Alphabet and Numbers; Sneezing and their Numbers—For Example—Two Times—269; Past Performances, and Mutual Report for Years, 1931, 1932, and 1933. We assume no responsibility for claims made by the Author, but only give his version. Policy Pete's Dream Book is a Big Seller. If you enjoy such Number Books, Order Yours Today.

No. B-690 Price 50c

NATIONAL DREAM BOOK

Many of our customers like the National Dream Book because it is chock-full of Dreams. Gives the author's interpretation of the Number that applies to the Dream and Meaning of the Dream—Dream of a Woman—look up its meaning and the Book gives No. 207. We are not responsible for claims made by the author and sold only as a very complete Dream Book. Order yours Now.

No. B-691 66c

PRINCE ALL DREAM BOOK

A Bargain in Dream Books 158 Pages of solid information on Dreams and the Author's interpretation of the Meaning of the Dream and the Number applying to the Dream. Dream of a Man—Look this up in the Book and you will find No. 291. We assume no responsibility for claims made by the Author. If you like Dreams and Numbers you should get much entertainment from this Book.

No. B-692—Price.....77c



REAL BOOK



HERE IS A BARGAIN
Get All 3 Books: The Secret of Numbers Revealed, 99c, 6th and 7th Books of Moses, \$1.00, H.I.T. Dream Book, \$1.00, Total Value \$2.99. Save \$1.00.

No. B-693...\$1.99

A.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send A.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

ADAM AND EVE ROOT



2 Roots—Male and Female
A pair of Roots that is supposed by many to be a remarkable **GOOD LUCK Charm**. It has been valued for its Magical Qualities to the Generative Organs. Also to Win and Hold the Love of a Husband, Wife or Sweetheart. Voodooes say that wearing these two Curio Roots about the person will **ATTRACT Love, Money and Success**. We make no claims to this effect and sell only as a Curio. However, we guarantee these Roots to be pure, fresh and clean.
Order by No. A-211
2 Roots in Box.....**50c**

Queen Elizabeth ROOT



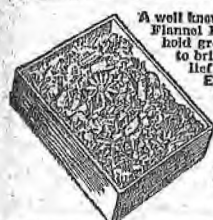
Fragrant and Aromatic, this **QUEEN ELIZABETH ROOT** is held in high esteem by many folks in our **SOUTHERN STATES**. Many people consider it a Root of Many **LUCKS**, to drive away Evil and bring **GOOD LUCK**, and if carried on their person will aid them in attracting their loved one. We make no claims to this effect and sell it only as genuine **QUEEN ELIZABETH ROOT**.
Order by No. A-212
Price Only.....**50c**
Three for \$1.00

DRAGON BLOOD POWDER



DRAGON BLOOD has for ages been used in mystical and religious superstitious practices. As a matter of fact we have heard many people claim that they burn it as an **INCENSE** and that it has brought them Peace and Happiness in their Home and that it will Bring Back a Lost Lover. However, we make no representations like this and sell only as genuine **DRAGON'S BLOOD POWDER** under the special **DRAGON Brand**, which assures you of Highest Quality.
Order by No. A-208D
Price per box.....**50c**
Three Boxes for Only \$1.00

LIFE EVERLASTING



A well known Herb that has been carried in a Red Flannel Bag by certain people of the South who hold great faith in the Life Everlasting Herb to bring **LUCK** and give **Long Life**. This belief probably came from its name "Life Everlasting" and of course has nothing to do with its so-called Luck Properties. We make no claim for this Herb other than we sell it as Genuine Life Everlasting Herb and hope you will be pleased.
Order by No. A-214
Price Only.....**50c**
Red Flannel Bag, 25c Extra

SOMETIMES CALLED LUCKY HAND ROOT



This Remarkable, Mystically Looking Root has been valued by certain Voodooes, Spiritualists, and Mediums as a **LUCK Root**. Many say that carrying it on the person has been a great Helping Hand toward **LUCK**, and that this **ROOT** would shake the Jinx and make a person **WINNING NUMBERS**. This may be due to its uncanny resemblance to the Human Hand. However, we make no claims to this effect and sell only as a Curio.
Order by No. A-215
Price Only.....**50c**
Three Roots for Only \$1.00

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

SOUTHERN JOHN THE CONQUEROR ROOT



This is considered one of the most valuable of the **JOHN THE CONQUEROR ROOTS**. It is believed by certain Voodooes and High Priests that a person carrying one of these Roots in his pocket would always feel strong and powerful and obtain anything he desires and that he would never be without much **LUCK**. However, we make no representations to this effect, and sell only as a Curio. We hope you will be pleased.
Order by No. A-216
Price Only.....**50c**
Three for \$1.00

FIVE FINGER GRASS



This plant has a leaf divided into Five Segments that many claim when hung up in the house or over a bedstead will bring restful sleep or ward off any Evil that any five fingers would bring about. We make no claims to this effect and sell only as Genuine Five Finger Grass. Voodooes and certain Occults believe that each finger has a significance such as standing: 1 for **LUCK**, 2 for **MONEY**, 3 for **WISDOM**, 4 for **POWER**, 5 for **LOVE**.
Order by No. A-217
Price Only.....**50c**
Three for Only \$1.00

DRAGON BLOOD STICKS



Many of our customers like to carry a **DRAGON BLOOD STICK** as a Curio. Some say that it has brought much **GOOD LUCK** in Games, Business, Love Affairs, and Money Matters. Many people prize this **DRAGON BLOOD STICK** and claim it is especially helpful when carried in the pocket or purse near their money and that it makes them **REAL LUCKY**. We make no claims to this effect and sell only as **GENUINE DRAGON BLOOD STICK**.
Order by No. A-218
Price Only.....**50c**

MASTER of the WOODS



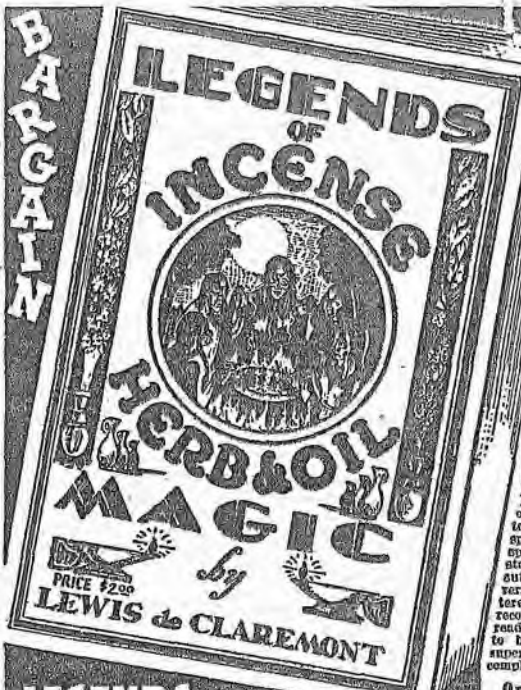
This is an old German Good Luck Talisman. The old Teutons carried a small amount of this Herb with them in battle for Good Luck. In times of peace they placed a handful in a gallon of wine to impart to it a fine flavor. It is excellent for this purpose. Try it. Let it remain three hours and strain. We make no representations regarding this Herb except that we sell only as Genuine Master of the Woods Herb.
Order by No. A-219
Price Only.....**25c**

DEVIL'S SHOE STRING



This Root is long and slender and somewhat resembles a Shoe String. An old Colored Mammy explaining that this Root, if placed around a baby's neck will drive away Evil Spirits and stop children from crying, especially during teething. Voodooes and Witch Doctors make many claims such as carrying a Devil's Shoe String for **LUCK** in Games, and Money Matters. However, we make no claims to this effect and sell only as Genuine Devil's Shoe String.
Order by No. A-220
Price Only.....**25c**

BARGAIN



LEGENDS OF INCENSE HERB & OIL MAGIC

BOOK SOLD BY PUBLISHERS —
FOR ~~\$2.00~~ **OUR PRICE \$1.00**
Full of FACTS and FORMULAS

SECRETS OF THE PSALMS

ORDER THIS BOOK TODAY

HERE is a very interesting book that many of our customers might receive pleasure and satisfaction from reading. In the FOREWORD of this book, the author mentions, "Yes, dear reader, you must not doubt. Through a pious life and by a rational use of the Psalms you may obtain the grace of God, the favor of Princes and Magistrates and the love of your fellow-men."

WHAT THE BOOK PURPORTS TO TELL ABOUT

Here are some of the contents of this book:—Psalm to receive instruction or information through a dream or vision, Psalm to escape Danger, Psalm to receive Grace—Love—Mercy, Psalm to become Safe from Enemies, Psalm to receive GOOD after committing a heavy sin, Psalm to Free yourself from the influence of Passion, Psalm to make yourself Fortunate in any undertaking, Psalm to Free yourself of Evil Spirits, Psalm if Enemies have made you lose Money and have caused you to be mistrusted, Psalm to make Peace between Man and Wife, Psalm for anyone who has drunk too much, and many others too numerous to mention in this small space. We assume no responsibility for claims or statements made by the author but simply give his version and sell only as an interesting book, without recommendation that the reader follow it to bring about any alleged supernatural influences to accomplish certain desires. You may enjoy reading this Book. Order Now. Send \$1.00 today or ask us to send Book and pay postman \$1.00 plus few cents postage.

Order by No. B-703

OUR PRICE \$1.00

Here At Last is That AMAZING BOOK You Have Been Looking For!

THIS Book purports to contain many hundreds of interesting facts regarding Occult Procedures and all kinds of alleged formulas for the preparation of Spells Ceremonies. The author, Lewis de Claremont, seems to have spent many years investigating the uses of these preparations and attempts to tell How Masters, Magicians, Conjurers, Ancient Necromancers, and people of all different countries, Hindoos, Chinese, Siamese, Hebrews, Persians, Greeks, Romans used certain incense, Perfumes, Oils, Roots, Herbs, Powders. The author reveals how Alleged Arabian Magicians concocted Love Potions, Commanding Oils, and says "Back of all the ceremonies, rites and incantations was the esoteric idea that the WILL and FAITH was the real force employed . . .".

WHAT THE BOOK PURPORTS TO TELL ABOUT

How to use Roots, Herbs, Barks, Berries, and Seeds according to ancient Legends. How to use Anointing Oils—How to Dress a Candle with Oil—How certain oils have been used such as Magnet Oil—Commanding Oil—Lover's Oil—Attraction Oil—High John Conqueror Oil—Spirit Oil—Lucky Flame Oil—King Solomon Oil—Ten Commandment Oil—Power Oil—Compelling Oil—Concentration Oil—Etc. How to make Love Powders, Potions and Philtres—True Love Powder—How incense is used—Attraction Incense—Compelling incense—How to make and use Success Lorens—How to make Talismans for Luck, Love, Gamblers and Business—How Eric Root was believed to attract the opposite sex—How to use High John the Conqueror—How to use Lo John the Conqueror—How to use Adam and Eve Root—How to make and use Herb Baths—Rule for making metallic Talismans. These and many other alleged facts and formulas mentioned in this book too numerous to mention in this small space. We assume no responsibility for claims and statements made by the author but simply give his version. We offer as an interesting book without the recommendation that the reader follow formulas, etc., to bring about any alleged supernatural influences to accomplish certain desires.

Order by No. B-702

Price **\$1.00**
Only
Foreign—4s



Foreign Price—4s

Agents Wanted—Write King Novelty Co., 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

SWEET BASIL HERB



PRICE
PER BOX **50c**
3 BOXES only \$1.00

Also known as
KISS-ME NICHOLAS

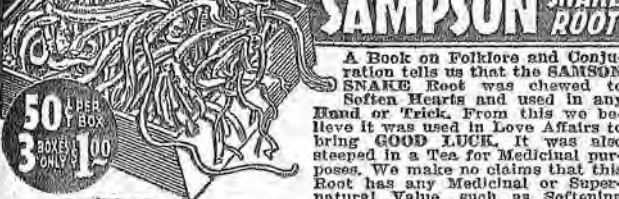
Artist's conception of Girl
Wearing Sweet-Basil in
Hair and Winking Love.
In India, Basil is sup-
posed to be a Holy Herb dedi-
cated to Vishnu. In Crete it
symbolizes "Love washed
with Tears," and in parts of
Italy it is a "Love Token," and
known by the name of LITTLE
LOVE, and "Kiss Me Nicholas," a
name that we believe invites the Lover when he
discovers it in the Hair or Hair of his Sweetheart.
Whether Sweet Basil will be Lucky in Love is a matter
of opinion. We make no claims that it brings LUCK in Love, or
has any supernatural effect and sell only as a Curio.

No. A-401—Price per Box..... **50c**
3 Boxes for Only \$1.00



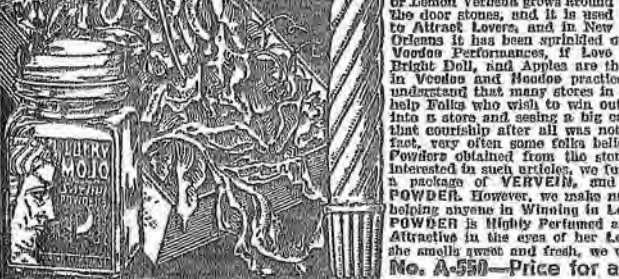
Because of its supposed Power as an Aphrodisiac, the
fruit of the Mandrake was Apples of Love to the Greeks.
Many Books have been written on the supposed Medici-
cal, Spiritual, and Diabolical Nature of this Plant. One Book
states that after the Root had been dug up, the owner was to
keep it in a white cloth in a box, bathe it every Friday, and
sow the water in which it was washed. It was also said that
this Root brings LUCK to the House, and when carried under
the coat. Protects one against reverses in courts of law. It also
mentions in this book that the Mandrakes tended to cure
nightmares, cramp, and toothache and protected the owner
against robbers and Brils. We, of course, make no claims
to this effect, or any claims that it has any supernatural
or medicinal value, and sell it only as a Curio.

No. A-403—Price per Box..... **50c**
3 Boxes for only \$1.00



A Book on Folklore and Conju-
ration tells us that the SAMSON
SNAKE Root was chewed to
soften Hearts and used in any
Hand or Trick. From this we be-
lieve it was used in Love Affairs to
bring GOOD LUCK. It was also
steeped in a Tea for Medicinal pur-
poses. We make no claims that this
Root has any Medicinal or Super-
natural Value, such as Softening
Hearts, or bringing GOOD LUCK,
and sell only as a Curio.

No. A-405..... **50c**
3 Boxes for \$1.00



VERVEIN HERB
BLUE CANDLE
and
LUCKY MO-JO SACHET
POWDER



A Book on Myths and
Legends tells us that GIN-
SENG ROOT has been
esteemed as a Charm
against Brils, that it
calms Passion, and he-
pleases dreams. The
Chinese carry the dry Root as
an Amulet and their name for
it is "Gentian" meaning man's
wort. It is also supposed to possess the property
of being good for ills and weaknesses and to
refresh the memory. This Root has been in much
demand by the Chinese, and has been carried by
some as an Amulet and as a Charm Against
Evil. We make no claims that this Root will be
LUCKY, or that it will Drive Away Evil, and
sell only as Genuine, Imported, GINSENG
Root. We wish to state that this is the most
expensive root in our whole catalog, and because
of its higher price, we charge \$1.90 for a very
nice piece of GINSENG ROOT. Order yours now.
If you haven't money handy, ask us to send C.O.D.
and you can pay Postman \$1.00 plus five cents
postage when package is delivered.

No. A-402—Price Only..... **\$1.00**



A Book on Folklore
and Voodooism tells us
that the ANGEL'S TURNIP
was wrapped in a Red Flannel
Bag to bring GOOD LUCK. It
is well known that Conjurers,
Voodoo Doctors, etc., used certain
Roots and Herbs to make so-called
Jacks (alleged charm wrapped in Red
Flannel Bag), Hands, or Tricks, to
bring GOOD LUCK in Love, Drive
away Enemies, etc. We make no claims
that the ANGEL'S TURNIP will bring
GOOD LUCK, and sell only as a Curio.
Many people who would like to possess
the Angel's Turnip can now purchase
it. Red Flannel Bag included.

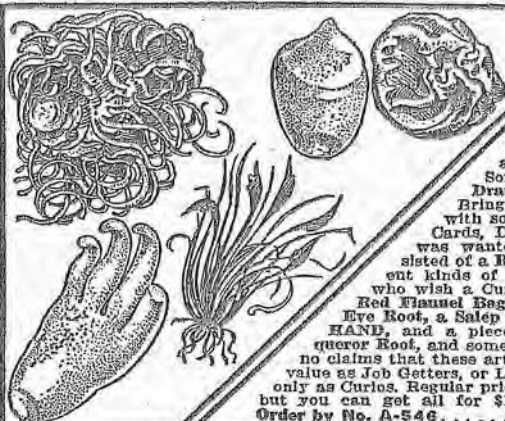
No. A-404—Price Only..... **50c**
3 Boxes for Only \$1.00

Price for
ALL
THREE **\$1.00**

A Book on Folklore tells us
that in Africa, the Vervain Root
or Lemon Verbena grows around
the door stones, and it is used
to Attract Lovers, and in New
Orleans it has been sprinkled on sidewalks for the same purpose. In New Orleans
Voodoo Performances, if Love be the text of the Ceremonies, Blue Candles, a
Bright Bell, and Apples are the chief things used. Candles have often been used
in Voodoo and Hoodoo practices to bring about SUCCESS in Love Affairs. We
understand that many stores in New Orleans have sold a so-called Love Powder to
help Folks who wish to win out in Love. The author of one book mentions going
into a store and seeing a big can labeled LOVE POWDER and from that granted
that courtesan after all was not merely a male of petty words and flowers. In
fact, very often some folks believed Love was Won over by the use of good Love
Powders obtained from the store or the Hoodoo Doctors. For folks who may be
interested in such articles, we furnish this outfit consisting of One BLUE CANDLE,
a package of VERVEIN, and a package of LUCKY MO-JO Brand SACHET
POWDER. However, we make no claims that these articles have any value towards
helping anyone in Winning in Love, and do not sell for this purpose. The SACHET
POWDER is Unkiss Perfumed and if sweet perfume will help a Lady become more
Attractive in the eyes of her Lover and will help a Girl Win a Husband because
she smells sweet and fresh, we will feel real pleased.

No. A-550—Price for all..... **\$1.00**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.



HERB AND ROOT SPECIAL...

VOO-DOO and so-called **HOO-DOO** and **Conjure** Doctors have made what they call **HANDS**. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweethearts, who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Polley, or almost anything else that was wanted. These so-called **HANDS** often consisted of a **Red Flannel Bag**, in which several different kinds of Roots were placed. For some Polks who wish a Curio of this sort we have prepared a **Red Flannel Bag**, and filled it with an **Adam and Eve Root**, a **Salep Root**, that looks like a **HUMAN HAND**, and a piece of **Southern John the Conqueror Root**, and some **Five Finger Grass**. We make no claims that these articles are **LUCKY**, or of any value as **Job Getters**, or **LUCK BRINGERS**, and sell only as **Curios**. Regular price for all **FOUR** is \$2.00, but you can get all for **\$1.00**.
Order by No. A-546. All for **\$1.00**

GET
\$2.00 WORTH
for only **\$1.00**

KING NOVELTY CO., 2244 COTTAGE GROVE AVE., CHICAGO, ILL., U.S.A.



This
WHOLE OUTFIT

for only
\$1.00

BLACK CAT CURIO OUTFIT



BLACK CAT CURIO



DEVIL'S SHOESTRINGS

THIS WHOLE OUTFIT FOR \$1.00

I read a Book the other day that told all about **CATS** and in this Book the author made statements regarding the Folklore of the **BLACK CAT**. He said that in some Countries the **BLACK CAT** has been known to be a **LUCK BRINGER**. The **CAT** has also been known to be a **Charm** and **Amulet** of **GOOD FORTUNE** in China, Egypt, and Oriental Countries. The **CAT** has been worshipped by thousands and even millions of people for generations in ancient times. This **Curio Outfit** has been gotten up for people who are interested in such things.

HERE'S WHAT YOU GET

This Outfit consists of One alleged **LUCKY BLACK CAT Charm**, One Jar of **LUCKY CAT Brand Sachet Powder**, One Bottle of **LUCKY CAT Brand Perfume**, and One package of "**Devil's Shoe String**." This "**Devil's Shoe String**" is an Herb that has been used for all sorts of **HOO-DOO** purposes by **Conjure Men** in the South. Many claims have been made for this "**Devil's Shoe String**" such as, it will bring back a **Lover**, it brings **GOOD LUCK**, it brings **MONEY**, that it will do most anything that the **Conjure Man** would claim for it. We make no claims for the efficacy of any of these articles to produce **LUCK** or that they have any supernatural value. We sell only as a **Curio** and should you desire this Outfit be sure to mail your order on the **COUPON** below. If these Goods were sold separately we would charge \$2.50 but you can get **ALL** for only **\$1.00** plus a few cents postage. Send no money but mail **COUPON** NOW and pay Postman when he delivers your **BLACK CAT CURIO OUTFIT**.

MAIL THIS COUPON

PAY POSTMAN \$1.00 plus few cents postage

KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A. **COUPON NO. A-255**

Dear Company: I surely do want to get this **BLACK CAT CURIO OUTFIT** which includes this **BLACK CAT CURIO** together with **LUCKY CAT Sachel Powder**, **LUCKY CAT Perfume**, and **Devil's Shoe String**. I can hardly wait—so please **RUSH** these of once. I'll pay Postman \$1.00 plus few cents postage charges. Please **HURRY** my package.

Name _____

Address _____ Box _____ R.F.D. _____

City _____ State _____

KING NOVELTY CO.
2244 COTTAGE GROVE AVE., CHICAGO, U.S.A.

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

AUNT SALLY'S POLICY PLAYER'S BOOK

The Big Book of Numbers

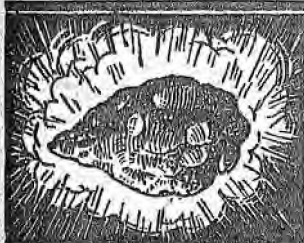
This great book gives the Author's interpretations of Dreams and Numbers to which they apply.—Good Combinations to Play, Tables for Finding what are supposed to be Lucky Numbers, Saddles, Gigs, and Horses. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

SUMMARY OF CONTENTS

Lucky Numbers, Numbers that Harmonize, Interpretation of Dreams and Numbers to which they apply, Significance of Cards Dreamed and their Numbers, Good Combinations to Play, Table for Finding Lucky Numbers, Numbers and Dreams of the Months, Numbers for the Days of the Week, The Oraculum or Napoleon Bonaparte's Book of Fate, Ladies' List of Numbers, Gentlemen's List of Numbers, Alphabet and List of Numbers which they denote, Single and Combination Numbers for Dreams, Dominoes and their Numbers, Flowers and their Numbers. Be sure to get this Famous Dream Book.

Order by No. B-605
Price Only.....

\$1.00



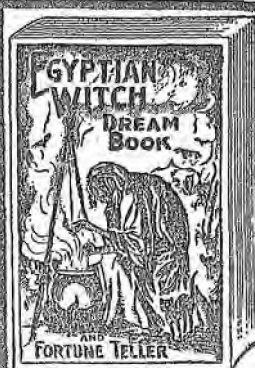
HI-JOHN The Conqueror Root

To this root has been attributed more wonderful and Lucky properties than we have ever heard of. Certain Voodoos claim that a person carry-

ing a piece of this HI-JOHN the will never be without money and be extremely Lucky in games and successful in his undertakings. We make no representations to this effect but sell only as a Curio and we have known that many people have been very pleased with possessing a HI-JOHN the CONQUEROR Root.

Order by No. A-209
Price Only.....

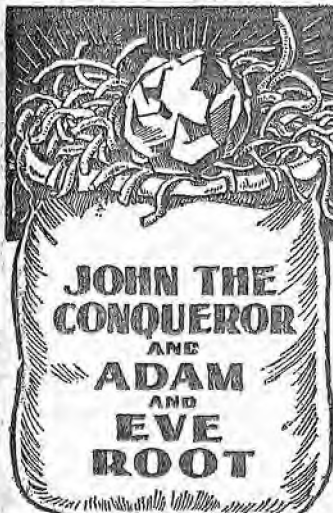
50c



EGYPTIAN WITCH DREAM BOOK

This Famous Egyptian Witch Dream Book gives you list of Dreams and their Meanings — The Significance of Foretelling Future Events—Fortune Telling by Cards—Palmsistry—To Discover a Thief—To See Your Future Husband—Signs to Choose Good Husbands and Wives—Charms and Spells. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

Order by No. B-606 Price. **30c**



SOUTHERN STYLE HERB BAG DRESSED WITH SOUTHERN STYLE VAN-VAN OIL

To Those of our Customers Who Might Want an ALGIERS Southern Style Herb Curio Bag, we have prepared this remarkable collection of Herbs, Roots, and Lodestones.

Certain Voodoos, Witch Doctors, Fetish Worshipers, claim that a Bag of certain Herbs, worn on the person would drive away Evil and bring Good Luck in Games, Business, Love, etc. However, we make no representations to this effect. We are merely stating facts which have come to our attention. It is also well known that many people carry Luck Stones, Luck Roots, etc., on their person and many have attributed unheard-of achievements to their particular Luck Charms. However, if you wish this specially prepared Southern Style Herb Bag we sell only as a Curio. Get yours NOW!

Dressed with Van Van Oil
Order by No. A-505
Price. Dressed with Van Van Oil.....

\$1.00

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

THE SUCCESS DREAM BOOK

An Introduction states: "The Author has worked laboriously and unceasingly in order to produce this first class Dream Book. . . . There are so many people who desire to get a concise definition of a dream. A dream is the forecast of coming events. It generally comes to us in a parable, or in some other similar form during sleep. It is therefore, quite necessary to consult a good dream book. A dream is really a warning of coming evils, whether favorable or unfavorable."

CONTENTS OF THIS BOOK AS FOLLOWS:

Page 4—HOLIDAYS, and their Numbers.
Page 5 to 108—DREAMS, explained and their Numbers, as for Example: JOCKEY—To see one signifies you will win a great deal of money—219.
Page 109—LETTERS, and their Numbers, as for Example: H—528. The DAYS of the WEEK, and their Numbers, as for Example: MONDAY—751. The MONTHS of the Year, and their Numbers, as for Example: JANUARY—163.
Pages 170 to 184—LADIES' List of Names, with their Numbers.
Pages 185 to 200—GENTLEMEN'S List of Names, with their Numbers, as for Example: Jacob—293.
Pages 201 to 203—CITIES, and their Numbers, as for Example: Memphis, Tenn.—343.
Pages 204-226—YOUR HOROSCOPE, and gives your supposed Lucky Days.
Pages 224 to 226—COMBINATION of NUMBERS that follow each other.
Pages 227 to 230—YOUR LUCKY BIRTHDAY NUMBER.
Page 231—NUMBERS, and Things you may see or hear.
Page 232—NUMBERS and CARDS, as for Example: Ace of Hearts—750.
We are not responsible for any claims made by the Author, and only give his version.
232 Pages from Cover to Cover. A Big Bargain, if you are interested in Dream Books.
Order by No. B-564

Price Only \$2.00



THE CUBAN B.O. DREAM BOOK

Are you interested in Dreams and the interpretation of their so-called Winning Numbers? It is followed by some superstitions people that whatever you may dream of has a certain meaning. Whether this is true is, of course, a matter of opinion. The CUBAN B.O. DREAM BOOK consists of a Double Set of figures of Two Numbers for each Dream, as for Example: CAT, 64-31. You will also find in this Book a list of both Ladies' and Gentlemen's Names, and their Numbers, as for Example: ABEL, 47-54; The Days of the Week, and their Numbers; Months of the Year, and their Numbers; Clothing, and their Numbers; and a few other interesting remarks concerning Numbers. We assume no responsibility for claims made by the author, but believe you will be very pleased with this Book. Order Today.

No. B-665
Price Only \$1.00



Genuine AFRO DREAM BOOK

This Book gives Dreams and Signatures as follows: ADAM—241. Someone close is about to leave you—647. Wife—490. Child—981. Friend—472.

Look up your Dream and have fun seeing what the Author says about it. It is also mentioned in this Book that it covers all Dreams, and no matter what your dream is, it is in this Book along with the Right Number. We assume no responsibility for claims made by the Author, and sell only as an interesting Book. We hope you will enjoy reading it. Order Your AFRO DREAM BOOK now at reduced price.

No. B-666 Price Only . . . \$1.00



BLACK ART 1000 WAYS TO GET RICH

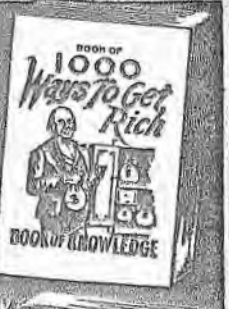
Contents of This Book:
Human Superstition and the Occult Sciences
The Art of Mesmerism
Influences of Animal Magnetism on the Mind
Rules Governing Spirit Mediumship
How to Charm those whom you Meet and Love
Witchcraft and Magic
And Many Other Subjects.

We assume no responsibility for claims made by the Author but only give his version. If you are interested, order your Book NOW.

No. B-667
Price Only . . . \$1.00

Reader, are you poor? Thousands of people might have been Rich. There is a lot of money in the world, and there are honest ways of making it. This book contains an immense collection of the most valuable and Amazing discoveries, Formulas, Recipes, and Methods from which persons of very moderate capital can commence a paying business in any city or village. You may find in this Book just one Subject that may mean a Fortune to you. Order This Book Now.

No. B-611
Price Only 50c



BOOK OF BIRTHDAYS

Read what the Author says of people born in the Month of your Birth. Read about your talents and how to make the most of them. Advice to you according to the Month you were Born in. This Book also tells about LUCK, HEALTH, LOVE, and MARRIAGE. Signs for Naming Baby. Lessons from Life. Fortune Telling by Dice. We are not responsible for claims or statements made by the Author, but are sure you will find this Book of BIRTHDAYS very interesting.

No. B-668
Price Only 25c

GOLDEN DREAM BOOK

The Author states that the GOLDEN DREAM BOOK covers all the major systems of Lucky Numbers. It even goes as far as to determine the Winning Horse in each Race, according to the theory of dreams and its relationship to other forms of life. It consists of 167 pages full of Dreams, and all NUMBER combinations, as for Example: 287 + 28 = 9-69 . . . 1st and 3rd Race. We assume no responsibility for claims made by the Author, if you are interested in Dreams and NUMBERS. Order this Book NOW.

No. B-669
Price Only \$1.00



SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL.

Special **BLACK CAT CURIO** AND **LODESTONE POWDERS**



This outfit consists of:

- 1 Magnetic Lodestone.....50c
- 1 John the Conqueror Root.....50c
- 1 Black Cat Curio Charms.....50c
- 1 Lodestone Powder.....50c
- 1 Van Van Brand Oil.....50c

Total Value.....\$2.50

Order Now at Our
Bargain Price

No. A-534A
Only . . \$1.50

\$2.50 VALUE—ALL FOR \$1.50

It is well known that many people believe in **LUCK**. Some like to carry Lodestones and Roots around their person and believe in their efficacy as a Charm in Drawing Luck in Love, Money Matters, Jobs, Gambling Games of Chance. We have accumulated in this Outfit certain articles which have been believed in to be **Lucky**, but we make no claims that this is so. For people interested, we sell only as a Curio. This Special **BLACK CAT Curio Outfit**, is valued at \$2.50, if you bought each article separately, but if you order all at once, we will send you all for only \$1.50. Order yours **NOW**.



LUCKY CAT Brand
PERFUME

ORDER
NOW

THIS High-Grade **LUCKY CAT Perfume** is made from Concentrated high grade Oils and Essences. It is very Strong, and Concentrated — Much stronger than ordinary Perfume. Many Women believe in the use of certain perfumes to thrill the Man of their heart's desire and that the fragrant, sweet smell of certain Perfumes will hold their loved one in an enchanted spell. If this High-Grade **LUCKY CAT Perfume** should bring **LUCK** in Love, so much the better, but we make no claims to this effect and sell only as a very Concentrated, Strong, Delightfully Sweet, Lasting Perfume, which gives a lasting, delightful fragrance to your Clothes and other Garments.

ONE OF OUR
BIGGEST
SELLERS

No. A-203D
Price Only

\$1.10
3 For \$2.20



ORDER NOW

LUCKY CAT Brand
SACHET POWDER

YOU'LL
LIKE THIS

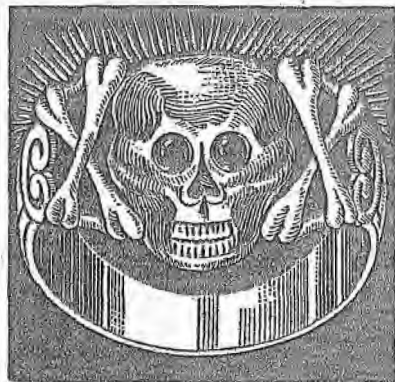
LUCKY CAT Brand **SACHET POWDER** has been named for the alleged **LUCKY CAT** referred to so often as a symbol of **GOOD LUCK**. However, we make no claims that it will bring **LUCK** and sell only as a Highly Perfumed, Sweet Smelling Sachet Powder. Some Folks use Sachet Powder when they wish to be attracted to the opposite sex, and gain favors. However, whatever you wish to use it for is your own business. The best directions we can give you in using Sachet Powders to keep your self sweet, is to pour a little in a bag and tie it around the neck, or place a little on the body each morning.

Order by
No. 204-B
Price Only

\$1.10
3 for \$2.20



C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**



SKULL and BONES Alleged LUCKY SYMBOL RING

A tribe called the Wild Wa of Burma regarded the **SKULL** as a protection against the **Powers of Evil**. In a Book telling about this, it states that without a **SKULL** his crops would fail—Without a **SKULL** his kine might die—Without **SKULL** the father and mother spirits would be shamed, a might be enraged. If there were no **PROTECTING SKULL** the other **Spirits** might gain entrance and kill the inhabitants, or drink all the liquor. Many of our customers have enjoyed wearing this **Skull and Bones Ring** as a Symbol of **Good Luck**.

SKULL and BONES RING

If you wish to wear the **SKULL and BONES RING** as an ornament or a Symbol of **GOOD LUCK**, you may.

so, but we make no claims that it is **LUCKY**, or that it will Bring in the Winnings, or Drive away Evil Spirits, and sell only as a **Weird, Mystic Looking**, piece of Jewelry. The eyes are set with Synthetic Rubies, making the **SKULL** that is surrounded by the **CROSS BONES** look very mystic. Your friend will gasp with Amazement. Be sure to wrap a piece of string or strip of paper around your Finger showing size.

Order By No. J-136 Price, Including Tax, Only **74c**

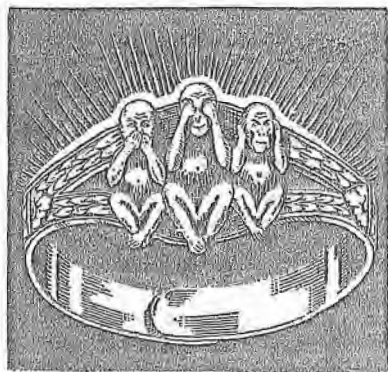
THREE-HEADED SNAKE

Alleged LUCKY SYMBOL RING

Amaze Your Friends — Wear This Elegant Ring

A **SNAKE'S Head Talisman** was worn by the Ancients to protect its wearer from the attacks of an Evil Being, which when killed had the power of rising in new forms and who obstructed the passage to the Heaven World. The Egyptians engraved figures of **Snakes** on the Doorways and Walls, in the Tombs and Temples, and other sacred Buildings, to guard the dead from Enemies of every kind and to prevent the entrance of **Evil** in any shape or form. The **SNAKE** was also placed around the heads of Divinities and around the Crowns of Kings as a symbol of **ROYAL MIGHT and POWER**. The popular belief that a **SNAKE** will not die until the sun goes down may come from the fact that the Egyptian god "Tem," the god of the rising sun, was supposed to assume the form of a **SNAKE**. This Ring consists of **Three Snake Heads**, each set with a Dazzling, Flashing, Sparkling, Brilliant. We do not claim that this Ring will bring **LUCK** in Money Matters, or Drive away Evil, but sell to those Folks who wish to wear a symbolic Curio piece of Jewelry. Amaze your Friends. Ring fits any size finger. Big Bargain for 55c.

Order by No. J-150
Price, Including Tax, Only **55c**



3 WISE MONKEYS

Alleged LUCKY SYMBOL RING

Speak NO EVIL—

See NO EVIL—

Hear NO EVIL—

Here is a very Unique **CURIO RING**. The First Monkey with hands on mouth represents "Speak No Evil"—The Second Monkey with hands over eyes represents "See No Evil"—The Third Monkey with hands on ears represents "Hear No Evil." The Garos of Assam, performed the ceremony of leading a Monkey with a rope fastened around its neck inside to every house in the Village for the purpose of frightening and Driving out any **EVIL SPIRITS**, which may have taken up the residence within. Some of our customers, we believe, like to wear the **THREE WISE MONKEY RING** as a symbol for **LUCK and POWER**, but we make no claims that it will bring **LUCK and POWER**, as sell only as a very nice piece of Jewelry. Send piece of string or strip of paper for finger size.

Order by No. J-134
Price, Including Tax, Only **\$1.10**

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVENUE — CHICAGO, ILL., U.S.A.

LUCKY MOJO Brand PERFUMED-ROOM SPRAY



PERFUME THE HOUSE

Don't let bad, ill, ugly house odors spoil your Success, LOVE, Happiness, and Good Times. Folks, especially men, do not like to come to places that smell foul and mean—But they should love to stay in Sweet, Pleasant places.

SWEET SMELLING HOMES ATTRACT FOLKS

Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your Husband staying home? Many Times women folks and the Men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. ATTRACT and HOLD your Company at home—A Sweet smelling House should help do it.

GET RID OF BAD ODORS—EASY TO USE

Wash away any BAD Stuff around the House. EASY TO USE. Just pour a few drops in the scrub water and Wash Floors, Corners of Rooms and Closets, Walls, and Steps. Also Spray in Toilets, on Beds, Furniture, Curtains, and Walls. Use when Wasting Clothes. Get a Bottle immediately. Note the Improvement. Never be without it. Full Directions.

No. A-231
Price Only . . . 50c



Folks Like to Visit Sweet Smelling Homes.

LUCKY MOJO Brand PERFUMED CRYSTAL SPRINKLING SALTS

Drive Out Evil, Bad Smelling Odors

LUCKY MOJO Brand PERFUMED CRYSTAL SPRINKLING SALTS really do the work of making a Home Sweet smelling and Attractive to visitors. Each little Crystal is truly Mystic looking, shining and sparkling in the bottle. The Perfume is most alluring. You can have this LOVELY—CONPELLING—ATTRACTIVE fragrance right in your own little Home and get all the Pleasure it gives.

Rid Your Home of Bad Messes

Very Easy to Use—Just sprinkle a little in the corners of rooms, closets, under chairs, behind doors, under bed, in dresser drawers, etc. The Crystals do the work from now on. Little by little the Wonderful, Glorious, Romantic Fragrance is slowly given off and evaporated into the air of room. Day in and Day out, for several weeks, the Crystals give off this Wonderful Perfume.

Attract and Hold Your Friends

Closetra use Perfume to entice her Lovers. Help LOVE, Romance, and Happiness, last for you, by keeping your Home and your Clothes smelling Sweet. Fix up your House with LUCKY MOJO Brand PERFUMED CRYSTAL SPRINKLING SALTS. Get a Bottle Today. The Price is little compared to the Pleasure it should bring.

Order by No. A-270
Price Only . . . 50c



Sprinkle in Corners of Rooms



Sweet Smelling Fragrance Invites LOVE and ROMANCE



MASTER KEY OUTFIT



BOOK OF GREAT SECRETS
LODESTONE
JOHN THE CONQUEROR
ROOT
MASTER KEY CURIO

\$2.49 VALUE — ONLY \$1.49

The Master Key made in Blood Red Ink on Genuine, Imported Parchment Paper has been held in high esteem by many of our customers. It is well known that some superstitious people like to carry on or about their person, Seals on Parchment Paper, Lodestone, or John the Conqueror Root, for the purpose of bringing LUCK and SUCCESS in Money Matters, Winning Games of Chance, or for the purpose of Attracting Love. We, of course, make no claims that any of the articles gathered together in this Outfit, will perform such miracles. Neither are we responsible for the claims made by the author of the Book of Great Secrets. This MASTER KEY Outfit consists of one Master Key Curio on Parchment Paper, one Lodestone, one High John the Conqueror Root, one Book of Great Secrets, and one Chinese style alleged GOOD LUCK Ring. Total Value, if purchased separately, \$2.49, but our Special Combination Price is only \$1.49. You Save \$1.00. Order Now.

Order by No. A-524
Price Only . . . \$1.49

NOTE If you do not have the money handy, just ask us to send your Order C.O.D. When Postman delivers, pay him \$1.49 plus a few cents postage.

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.

Special
MO-JO
BRAND

LODESTONE BIG OUTFIT

\$5.00
VALUE
for only
\$2.98

**We Will
Send C.O.D.
Just Pay
Postman
when he
delivers.**

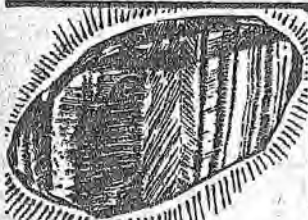


Many a Red-Dee Man has received big sums of Money for selling folks Lodestone, Red Flannel Bags, Rabbit's Foot, High John the Conqueror Root, Snake Root, Devil's Shoe String, etc. A book written on the subject of Folk Beliefs states that articles like this and others were wrapped in Red Flannel Bags, and the Conjure man said, "Should be always carried with you." Such combinations were often called Tricks or Hands. Many believed that these Conjure Bags brought GOOD LUCK, drove out Evil Spirits, Helped in Love, and almost anything that was wanted to be done. For folks interested in possessing this assortment of Goods, we have acquired this **LODESTONE BIG OUTFIT** would be \$5.00 if purchased separately, but if you buy all at once, the price to you is only \$2.98. If you wish to order C.O.D., send no money, just order by number given below, ask us to send C.O.D., and pay Postman \$2.98 plus few cents postage charges. Red Flannel Bag will be included extra.

Order by No. A-503
Special Price, Only.....

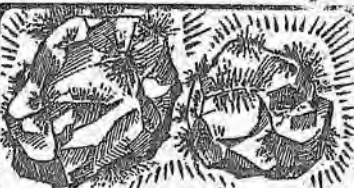
\$2.98

- Outfit Contains:**
- 1 High John the Conqueror Root ... \$4.50
 - 2 Extra Quality Genuine Magnets Lodestones ... \$1.00
 - 1 Package Devil's Shoe String50
 - 1 Southern John the Conqueror Root50
 - 1 Package Snake Root50
 - 2 Rabbit's Foot, Mounted ..50
 - 1 Lucky Mo-Jo Incense50
 - 1 Lucky Number Dream Book ...1.00
- Total Value \$33.00**
EXTRA Red Flannel Bag All for \$2.98



AFRICAN TIGER EYE

Some folks like to carry Odd-shaped, peculiar looking, supposedly rare stones around with them as a sort of Amulet, Charm, or Magic, for the purpose of warding off EVIL, and Attracting GOOD LUCK in various undertakings, such as Money, Love, Winning Numbers, Games of Chance, and almost anything else desired. This **AFRICAN TIGER EYE** has been a popular seller. We make no claims that it will drive away EVIL, or produce LUCK. Sold only as a Curio.
Order by No. A-250
Price Only.....50c



WHITE LODESTONE

A **LODESTONE** has been held in High regard by the Ancient Romans, Chinese, Mohammedans, and other people, as a Powerful Amulet and GOOD LUCK Charm; probably because the Magnetic influences of this Stone was supposed to ATTRACT Power, Favors, and Gifts. It is said that the Ancient Romans believed that Lodestones kept Husbands and Wives faithful, and made their Love secure. We make no claims to this effect, or that the **LODESTONE** is LUCKY. We have taken the Genuine Lodestone, specially prepared it, and called it **WHITE LODESTONE**. Two pieces of Specially Prepared **WHITE LODESTONE** for \$1.00.
No. A-208B
Price Only....\$1.00



MOON STONE

The author of one book states that the **MOON STONE** is believed to bring GOOD FORTUNE, and is regarded as a magical stone in India, and that as a Gift to Lovers, the **MOON STONE** is believed to arouse the tender passion and to give Lovers the Power to read in the future the Fortune, Good or Ill, that it is due for them. To gain this knowledge, however, the stone must be placed in the mouth, while the moon is full. We make no claims to this effect and sell only as a Curio.
Order by No. A-252
Price Only.....50c



BIG SPECIAL COMBINATION OFFER

\$2.50 VALUE for ONLY \$1.00
Here is your Chance to get all these:— Lodestone, African Tiger Eye, Moonstone, packed in Mo-Jo Brand Chamois Skin Bag together with alleged Good Luck Bag. We make no claims that these articles are LUCKY and sell only as a Curio. Regular Price if purchased separately would be \$2.50. The price for all only \$1.00.
No. A-514
All for Only.. \$1



LUCKY MO-JO BRAND LODESTONE PERFUME

HER SWEET PERFUME ATTRACTS HIM
GENUINE MAGNETIC LODESTONE IN BOTTLE
Certain self made HUNDREDS OF DOCTORS recommended the **LODESTONE** to CONJURE UP LUCK, WINNINGS, MONEY, LOVE, or almost anything that was desired by the one who carried this **LODESTONE**. We make no claim that the **LODESTONE** will do this, or bring LUCK. However, for those who wish it as a Curio, we have placed a **GENUINE, MAGNETIC LODESTONE** in a Bottle of this Perfume, which we have given the name of **LODESTONE PERFUME** because of the **LODESTONE** in bottle.
No. A-203B...\$1.00

P.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.



6TH and 7TH BOOKS of MOSES

CONTAINS EXACT COPIES of over 115 SEALS, SIGNS, EMBLEMS, etc., used by Moses, Aarons, Israelites, Egyptians, etc. in their Magical and other Arts, *Moses*, the Great Law Giver of Israel, acquired, as he resided at the Court of Pharaoh, many Egyptian Arts and Secrets in his constant intercourse with learned men. The 6th and 7th Books of Moses are pronounced by many people the most wonderful works ever published. It is even said that Millions never undertake any important steps in life relative to finance, exchange, health, and the general welfare of man, without seeking from its page **ADVICE** and **GUIDANCE**. Of course, we take no responsibility for the statements made in this book but only give the author's version.

COPIES OF 125 SEALS ARE SHOWN

- Fig. 1. The Seal of the Great Breast Plate of Moses.
- Fig. 2. Special Seal of Treasure.
- Fig. 3. Seal of Long Life and Fortune.
- Fig. 4. Love, Respect, and Affection.
- Fig. 5. Seal of Long, Life Treasure, and Health.
- Fig. 6. Seal of Power.
- Fig. 7. Seal of Dreams and Wisdom.
- Fig. 8. Seal of Earth's Treasure.

And many more SEALS which we do not have room to mention here. The four great divisions of the Spirits of the Air, Fire, Water, and Earth, are given with their uses, and full explanatory illustrations such as The Great Plate of Moses, the Burning Bush, and many others. This wonderful work is sure to educate and please you. Order your 6th and 7th Books of Moses NOW.

**GET SEAL FREE
OF EXTRA COST**

Send \$1.00 Now for this Famous 6th and 7th BOOK OF MOSES and we give you FREE of extra cost a SEAL printed on Genuine Virgin Parchment Paper.

Order by
No. B-609S **\$1.00**
Price ..
3 Books for \$2.50

FREE
OF EXTRA COST
SEAL PRINTED ON
GENUINE PARCHMENT PAPER



WITH SEAL
ONLY
\$1.00
No. B-609S

THE 6th and 7th BOOKS OF MOSES

Moses' Magical Spirit-Art

SEND ALL

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL. U.S.A.

SOME
OF THE
120
SEAL and
SIGN
Illustrations





LUCKY MO-JO

Alleged
GOOD LUCK COIN

ALWAYS CARRY ONE



DO YOU believe it is **LUCKY** to carry a so-called **GOOD LUCK COIN** in your pocket? Whether it is **Lucky** or not the fact remains that thousands of people carry **POCKET PIECES** which they have faith in as their **MASCOT** and to **KEEP THE JINX AWAY**. Throughout the years certain symbols and objects were worn and are still worn by some people as amulets and charms because it was believed that these could produce extraordinary **POWERS TO KEEP AWAY EVIL AND BRING GOOD LUCK**.

21 SYMBOLS ON THIS COIN

- | | | |
|----------------------------|--------------------|---------------------|
| 1. Cat's Eye | 8. Mo-Jo Head | 15. Key |
| 2. Burning Incense | 9. Elephant | 16. Heart and Arrow |
| 3. John the Conqueror Root | 10. 3 Wise Monkeys | 17. Number Seven |
| 4. Tiger Head | 11. Black Cat | 18. Star |
| 5. Clashed Hands | 12. Burning Candle | 19. Horseshoe |
| 6. Horn of Plenty | 13. Rabbit's Foot | 20. Horseshoe Nail |
| 7. Lodestone | 14. 4 Leaf Clover | 21. Wishbone |

We call this the **LUCKY MO-JO** alleged **GOOD LUCK COIN** because it has on it symbols of objects that have been used by some people for **BRINGING GOOD LUCK**. However, we do not claim that carrying this coin will bring **Good Luck and Drive Away Evil** but sell only as an interesting **POCKET PIECE**. Bright yellow color metal. The coin is especially made for us. You cannot buy it any where else. **ORDER YOURS NOW.**

No. A-428

Price **50c** 3 for **\$1.25**

LODESTONE

Curio

HIGH JOHN

Root

JINK-O

Incense

GET ALL THREE

for ONE PRICE

A ~~\$1.50~~ FORMER VALUE

NOW \$1.00 ONLY

BURN JINK-O Brand Incense for pleasure. It is very **HIGHLY PERFUMED** and will make Your Home smell Real Sweet. History tells us Incense has been used as a de-mo-nifuge to Drive away Evil Spirits. Even though we know it to be a fact that many people have burned Incense to drive away Evil or Bring Good Luck, we do not claim this for **JINK-O Brand INCENSE**. This is a specially prepared **INCENSE**, Hand rolled, and Hand made, **LARGE SIZE CONES**. Each Cone is 4 inches Tall, and will burn for one hour or longer. Only necessary to **BURN one LARGE CONE** a day to keep your home sweet.

You also get Genuine Magnetic **LODESTONE** and **HI-JOHN ROOT**. It may be that you buy these for **LUCK** because you feel you know more about this than we know. We do not sell to you at that purpose. If you wish these goods as a curio and wish to burn **JINK-O INCENSE** send **\$1.00 NOW** for this **SPECIAL OFFER**.

SAVE MONEY Order **ALL THREE—JINK-O INCENSE, LODESTONE and HIGH JOHN CONQUEROR ROOT**, **\$1.50** if purchased separately—**All three for \$1.00**. You Save 50c.

Order By No. A-575



ALL For \$1.00

Order by No. A-575

ALL \$1.00

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



JOHN the CONQUEROR Brand FLOOR WASH



Enjoy a Happy Home Life. **CLEAN AWAY** foul, bad odors in the house. Just pour one or two teaspoonful of **JOHN the CONQUEROR Brand FLOOR WASH** in a pail of water. Wash floors, scrub woodwork, and clean doorsteps. Get into corners of rooms, closets, and dark places. This Highly Perfumed **JOHN the CONQUEROR Brand FLOOR WASH** holds the room sweet and pleasant. Folks should love to visit you and should want to stay in your house often. Much like the odor of Good Perfume, too, and should be glad to stay home and enjoy it. Wash away the mess and leave folks to stay. **JOHN the CONQUEROR Brand FLOOR WASH** really does the work of making a home sweet smelling. Just sprinkle a little in the corners of rooms, closets, under chairs, and behind doors. You should love the Sweet, Romantic Fragrance.

FREE OF EXTRA CHARGE

Order a bottle of the **JOHN the CONQUEROR FLOOR WASH**. We'll include **FREE** of extra charge one piece of **HIGH JOHN the CONQUEROR ROOT**.

No. A-205 Price Only. **50c**

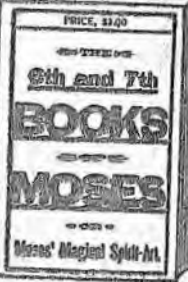
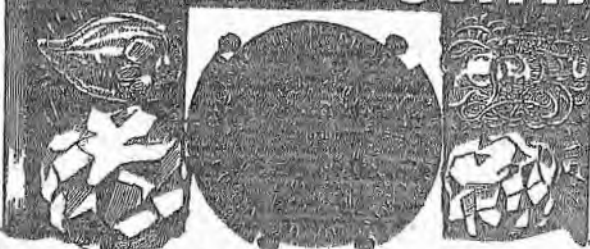
PUT FEW DROPS IN SCUBA WATER



The **KEY** has been used as a Talisman and Charm in India to keep off and scare away the Evil Spirits. Among the Singhaless Tribe, who believe they are constantly surrounded by Evil Spirits, there are some men and women who would not venture out of the House without a bunch of **KEYS** in their hands, for without such a Talisman they would fear that some **DEVIL** would take advantage of them. These have been worn for **LOVE, WEALTH, and HAPPINESS**, and it was a very important Talisman to both the Ancient Greeks and Romans. Many of our customers like to buy our Artist's conception of the **MASTER KEY**, reproduced on Genuine Parchment in Blood Red Ink. We make no claims that it will bring **LUCK**, or drive away Evil and sell only as a Curio. This Master Key on Genuine Imported Parchment is one of our Biggest Sellers. If you wish to possess one, and your order NOW.

Order by No. A-240 Price Only **50c**
THREE FOR ONLY \$1.00

JOHN THE CONQUEROR SPECIAL BIG OUTFIT



\$5.25 VALUE for ONLY \$2.66!



JOHN the CONQUEROR Brand PERFUME

JOHN the CONQUEROR ROOTY BOTTLE



Certain Heo-Doo Doctors have recommended the **HIGH JOHN the CONQUEROR ROOT** to acquire **LUCK IN MONEY MATTERS, LOVE**, or bring about that which was desired. We make no claims that the **JOHN the CONQUEROR ROOT** will do this. However, for those who wish it as a Curio we have placed this **ROOT** in a Bottle of Perfume, which we have given the name of **JOHN the CONQUEROR PERFUME** because of the **ROOT** in each bottle. Order a Bottle of this **JOHN the CONQUEROR** Perfume. Put a few drops on your clothes. **No. A-202C Price Only \$1**

Many claims of **SUCCESS** are made by certain Noodors and Benjorors for the **JOHN the CONQUEROR ROOT**. There are many cases where a person who wanted this **ROOT** paid as high as \$3.00 for a single root. It is well known that certain superstitious people have carried in their possession **JOHN the CONQUEROR ROOT, Lodestones, Rings, etc.** for the purpose of attracting **GOOD LUCK**, whether it be in Money Matters, Games of Chance, Winning Numbers, Love Affairs, or other purposes. We do not make any claims as to the contents of the **JOHN the CONQUEROR SPECIAL BIG OUTFIT** have any **LUCK Value**, as it has often been believed, and sell this Combination only as a Curio.

TWO BOOKS INCLUDED

The Outfit also contains a **Lucky Number Dream Book**, and the **9th and 7th Books of Moses**. Here are two Books, which we believe, you will be glad to possess. One of these is \$1.00 each, and you can see what a bargain this is to have both of these included with this Outfit. The Lodestones that you receive are of the Highest Grade, possessing Live, Magnetic qualities.

COMPLETE CONTENTS

- 1 Hi-John the Conqueror Root.....\$.50
- 1 Southern Johnnie Conqueror Root.....\$.50
- 1 Sixth & Seventh Books of Moses.....\$.50
- 1 Lucky Number Dream Book.....\$.50
- 1 Solomon's Seal on Genuine Imported Parchment.....\$.50
- 1 Fair Super-quality Lodestones.....\$.50

TOTAL VALUE \$5.25

Ordered at One Time—**No. A-501 Special Price. \$2.66**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.



Genuine FRANK-INCENSE COMPOUND

THE BIBLE SAYS "BURN INCENSE!"

INCENSE has been burned as far back as Biblical days, as an offering to God. Ancient documents mention the use of FRANK-INCENSE. You can even read in the Bible in Exodus XXX-1: "Thou Shalt make an altar to burn incense on." Incense has been burned in many forms of Worship. History tells us Incense has been used as a Sacrifice to the Deity; as a Demonifuge to Drive Away Evil Spirits. Incense has been burned by many people because they have believed that it would bring GOOD LUCK and enable them to gain their Desires. We make no claims to this effect and sell this Incense only as a specially prepared FRANK-INCENSE Compound which we believe to contain the same FRANK-INCENSE as used in Biblical times.

INCENSE BURNED WITH RECITAL OF PSALMS

Those who believe in the efficacy of Prayer and the Recital of the Psalms when burning incense may do this if they wish. However, we make no claims that reciting the Psalms mentioned below or burning incense will produce any supernatural effect or be of any value. We sell this FRANK-INCENSE Compound only as a fine incense that will burn with a delightful fragrant odor. One book mentions that in the year 1512 in the Mozarabic rite that incense was used plainly as a sacrifice for the Apposement of God's Wrath. If you wish to burn incense with recital of psalms, you may of course turn to the Bible, read the Psalms you want at the same time that you burn this FRANK-INCENSE Compound.

MANY of our customers like to Burn this FRANK-INCENSE Compound and offer Prayer at the same time. Some of our customers have burned this incense and read at different times Psalms 4, 8, 10 and 26, or if you wish to use this method of Praying and at the same time, Burn FRANK-INCENSE, you may read any Psalm that you wish or cite any Prayer that you should Desire. Even though it is well known that some people like to Burn Incense and Offer a Prayer at the same time, we make no claims that reciting of any of the Psalms or the Burning of Incense or that Prayer will produce any supernatural effect or be of any value. We sell this FRANK-INCENSE Compound only as a fine incense that will burn with a delightful fragrant odor.

PRAYER GIVEN WITH EVERY BOX OF INCENSE

Order a box of this FRANK-INCENSE Compound. You will receive FREE of extra charge, a Prayer and Picture of St. Anthony with Child.

Order By No. A-201K
Price Only

50c

3 Boxes For \$1.25

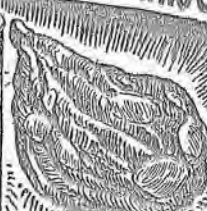
GET
FREE
OF EXTRA COST

PRAYER
WITH EACH
PACKAGE



GET ALL 3 FRANK INCENSE-LODESTONE JOHN THE CONQUEROR ROOT ALL for 1 P⁰⁰

ALSO
FREE
OF EXTRA COST



Dear Friends:—Many of our customers like to buy FRANK-INCENSE and at the same time they want to possess a Genuine Magnetic LODESTONE and HIGH JOHN THE CONQUEROR ROOT Curio. Even though many of our customers believe that this ROOT and LODESTONE together with Burning of FRANK-INCENSE will bring much GOOD LUCK, we do not claim this and do not sell for this purpose. To those who wish to save money, we will supply you with this FRANK-INCENSE Ointment and also give you FREE of extra cost a Lucky MO-JO COIN to carry in your pocket. On this coin there are Twenty-one Alleged LUCKY Emblems. Neither do we claim that this Coin will bring you LUCK but we give it FREE of extra charge when you order this Outfit. BIG BARGAIN! Send only \$1.00 for ALL.

Order by No. A-559

Price for All \$1.00

You Get
\$1.50
Value
for \$1

- 1 Magnetic Lodestone
- 1 High John the Conqueror Root
- 1 Frank-Incense Compound

Order by
No. A-559

ONLY
\$1.00

POW-WOWS BOOK

one of our
BEST SELLERS



JOHN GEORGE HOHMAN'S
POW-WOWS
OR
LONG LOST FRIEND



FREE

OF EXTRA COST
Alleged
LUCKY MOJO
GOOD LUCK
COIN



IS SAID to contain a collection of the most Wonderful and Valuable Arts and Remedies for Man and Animals, with many proofs of their Virtue and Efficiency in Healing diseases, etc., the greater part of which appeared in print for the first time in the United States in the year 1820, by the celebrated Author, John George Hohman, who claims that:

"WHOEVER CARRIES THIS BOOK WITH him is safe from All Enemies, Visible or Invisible, and whosoever has this book with him cannot die without the Holy Corpse of Jesus Christ, nor Drown in any Water, nor Burn in any Fire, nor can any unjust sentence be passed upon him, So Help Me."

Here Are a Few of the Alleged Contents of This Fine Work:

How to Compel a Thief to return Stolen Goods; How to Extinguish Fire without Water; How to Find All Kinds of Metals; How to Banish All Kinds of Pain; How to Compel a Thief to Stand Still; How to Fasten or Spellbind Anything; Protection of one's House and Health; A Charm to be carried About the Person; and Hundreds of Real and Valuable Secrets never before discussed.

Faith in Hohman

This work was released at the request of a large number of people who are said to place implicit faith in Hohman's writings. We do not, of course, hold ourselves responsible for any statements or errors made in or concerning this book but simply give the Author's version and claims.

Lucky Mo-Jo Coin Given

Get a **LUCKY-MO-JO** Coin and Pocket Piece **FREE** of extra cost with your order for **POW-WOWS** Book. Coin contains 21 symbols of alleged **GOOD LUCK**. We make no claims that carrying it in your pocket will Bring Luck but we give it **FREE** of extra cost with Book. Get yours Today!

Order No. B-624C **\$1.00**
PRICE ONLY . . .

The **LUCKY STAR** DREAM BOOK

By Prof. Konje

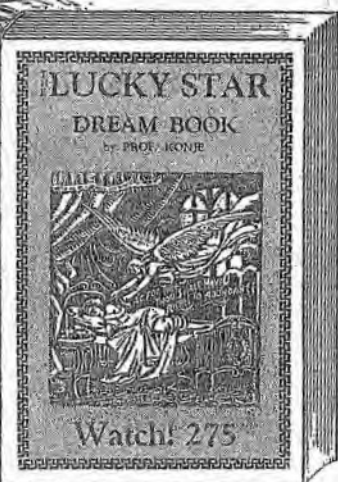
If you are interested in Dreams and the interpretation of these Dreams into Alleged **LUCKY WINNING NUMBERS** this is just what you are looking for. The author gives the **NUMBER** which a Dream is said to signify and also gives the Alleged meaning of the Dream. For example here are some of the Dreams and Numbers that are listed: Cook 063; Court Dreams, explanations Overcoat 444; Telephone 391; Thief 101. 191 Pages of Dreams, explanations and Numbers in this book. Some of the other contents are Letters and Numbers, Ladies' list of names and months of the year and Numbers, signs of Numbers, days of the week and months of the author's alleged **LUCKY NUMBERS** under which people are born and the author's alleged **Numbers** that generally pop at some special time. We assume no responsibility for claims or statements made by author and simply give his version. This is one of the **Biggest Books of Numbers** that we know of. Order yours Today!

Order by No. B-626

Price of this Book Only . . .

\$2.00

3 Books for \$2.50



Agents Wanted—Write King Novelty Co. 2243 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

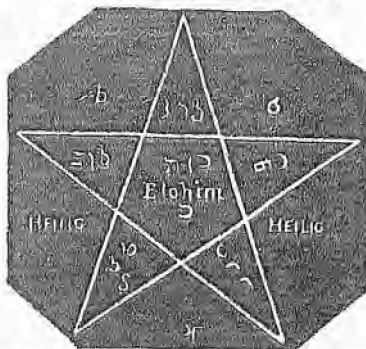
SEALS - - - SEALS



**REPRODUCED ON
GENUINE VIRGIN
PARCHMENT
In Blood Red Ink**

The most important SEALS and their Significance as given in the 6th and 7th Books of Moses, are listed below:

**As Contained In
The 6th and 7th
BOOKS of MOSES**



**THOUSANDS
CARRY
SEALS
FOR
LUCK**

THE SPECIAL SEAL OF TREASURE

Fig. 2—It is said in the Book that this Seal is used for finding Buried Treasures.

THE HIGHEST SEAL OF GOOD FORTUNE

Fig. 3—It is said to bring a person who carries it great Fortune and Blessing.

THE SEAL OF LOVE

Fig. 4—The book states that one who carries this Seal will be much beloved and Defeat his Enemies.

THE SEAL OF LONG LIFE

Fig. 5—The book states that to carry this Seal on the Body will save a person from Misery and give the greatest Fortune and Long Life.

THE SEAL OF POWER

Fig. 6—This Seal, according to the book, should be used for Good Health.

THE SEAL OF DREAMS AND VISIONS

Fig. 7—The book states that to wear this Seal in Bed will help one learn what he desires to know through Dreams and Visions.

THE SEAL OF TREASURE

Fig. 8—The book states that this Seal will reveal the precious contents of a mine.

SEAL OF SAFETY AND RELIEF

Fig. 10—The book states that to carry this Seal will relieve the wearer from all necessity and want.

SEAL OF GREAT FORTUNE

Fig. 12—It is said in the book that this Seal brings Great Fortune by Water and its Spirits will supply the Treasures of the Deep.

SEAL TO ALL TREASURES

Fig. 13—This Seal, the book states, will give the Treasures of the Earth.

SEAL OF GOOD LUCK, PLAY and GAMES

Fig. 14—The book calls it the Spirits of the 5th Table of Saturn and that these Spirits will serve to bring GOOD LUCK in PLAY.

THE SEAL OF ASSISTANCE

Fig. 15—The book states that it assists in overcoming Lawsuits and the Spirits are at all times ready to give assistance.

SEAL OF GOOD FORTUNE IN CASE OF QUARRELS

Fig. 16—The book calls it the Seal of Mars and states it may help you.

SEAL OF HONOR AND WEALTH

Fig. 17—This Seal is called the SPIRIT of the SUN. The book states that these Spirits help obtain places of Honor and Wealth.

THE SEAL OF WEALTH

Fig. 19—The book states that it gives Wealth.

SEAL OF LUCK

Fig. 20—The book states that this Seal gives LUCK and FORTUNE.

THE SEAL OF THE SPIRITS

Fig. 21—The book states that this Seal will compel Spirits to appear immediately and to serve in all things.

SEAL OF GENERAL CITATION

Fig. 22—The book states a Magical Operation is made within this Circle—Oriens, Occidens.

THE SEAL OF SHEMHAMFORAS

Fig. 30—The book states that this Seal brings to light the Treasures of the Earth if buried.

We have given above statements that the Author has translated from the old German writings of the 6th and 7th Books of Moses with no representations that these statements are true or accurate and sell only as beautiful reproductions of these SEALS on GENUINE IMPORTED VIRGIN PARCHMENT.

Order by Name of Seal Given Above

PRICE EACH 50c 2 SEALS FOR... \$1.00 7 SEALS FOR... \$2.00 ENTIRE SET OF 19 SEALS FOR... \$6.95

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

SPECIAL RELIGIOUS CANDLES

Choose your own PATRON SAINT'S picture



FREE of Extra Charge with each Candle, one Vial Wick Anointing Oil.

The Burning of Candles is an old custom, which has survived since Biblical Times in the

Church. Candles are burned at High Mass, Baptism, etc. The Candle burning its life out is felt, we believe, to be symbolical of Prayer and Sacrifice. We believe that many People like to Burn Candles in Worth of their own favorite or Patron Saint. Religious People, whether Catholic or otherwise, have derived Great Satisfaction in Silent Prayerful Devotion and Burning of Candles to the Saint, whom for their own reason they have chosen. Burn these Candles according to your own Heart's desire.

Regular Size Candle— $9\frac{1}{4}$ inches Long

- No. A-310—St. Anthony with Child. Each.....35c
- No. A-310A—St. Joseph with Child. Each.....35c
- No. A-310B—Our Lady of Mt. Carmel. Each.....35c
- No. A-310C—St. Theresa. Each.....35c
- No. A-310D—Sacred Heart of Jesus. Each.....35c
- No. A-310E—Our Lady of Perpetual Health. Each.....35c

6 Candles in Box

No. A-310F—Complete Set of 6 Regular Size Candles (Assorted according to your Choice). Price Only.....\$1.39

Extra Long Size— $13\frac{1}{4}$ inches Long

- No. A-310G—Religious Candle (Give Name). Each.....50c
- No. A-310H—4 Extra long Candles in Box.....\$1.25

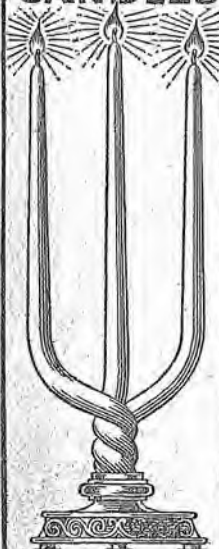
7 DAY CANDLE SET

Enough Candles to Burn 7 Days and 7 Nights without stopping. Many people desire this Special Set of One Dozen 15 Hour Candles with Ruby Glass. Enough Candles to burn one solid week without stopping. These Candles have been used for various Religious Purposes. In some homes candles are constantly kept burning in Religious Devotion. Order your Box of one Dozen, 15 Hour Candles—One Week's Supply. We furnish a Ruby Glass FREE of extra cost. Place the Candles in Glass when burning.

A-308—Only..\$1.25
1 DOZ. CANDLES AND RUBY GLASS

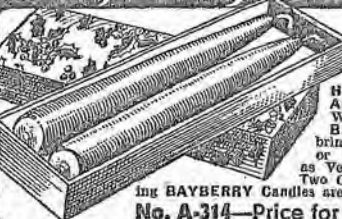


3-BRANCH CANDLES



Novel, Ornamental, 3 Branch Candle. 13 inches high. You should derive Great Pleasure from burning this 3 Branch Candle. COLORS: Red, Green and Blue. Stale Color. No. A-307B.... 50c

Bayberry Candles



A verse that comes with each Box of Candles is as follows: "A Bayberry Candle, Burned to the Socket, Brings LUCK in the House, Food to the Larder, And Gold to the Pocket." We make no claims that BAYBERRY CANDLES bring you WEALTH, LUCK, or HAPPINESS. Sold only as Very Fine-Quality Candles.

Two Green color. Sweet Smell. The BAYBERRY Candles are packed in a Pretty Box.

No. A-314—Price for Two in Box..35c

BLACK CAT Brand CANDLES

Candles have been used in Mysterious Voo-Doo Practices for various purposes. One Book mentions the New Orleans Spell, which was worked by Four Nickels arranged in the form of a Cross with a Candle at the Head and Foot. It also mentions that Candles are regarded as a Protection Against Spells. Another Author tells us that Candles of Various colors have been used, such as: Green Candles to break up Love Affairs; Red or Pink Candles to make a Man Come Home; Blue Candles for Love; Black Candles in Voo-Doo ceremonies for Invoking Spirits. One Book tells us that Six Red Candles have been used to Win In Love. 60 pins were stuck in each Candle—30 on each side. A small paper with Sweetheart's name written on it was placed under the Candle. The advice given was to burn one Candle each Night for 6 Nights. For many of our customers who are interested in Burning Candles, we can now supply you with our BLACK CAT Brand CANDLES. We make no claims that these should be burned for LUCK Purposes, or for any supposed supernatural Powers. We do know that Burning Candles gives much satisfaction to many people. Order as many as you want. Save Money when you buy a Dozen. COLORS—Red, Green, Black, White, Yellow, Blue, Orange, and Pink.

No. A-311—One Candle (Give Color). Price.....35c
No. A-311B—1 Doz. BLACK CAT Candles in Box (Assorted Colors). Only.....\$1.00
Candle Wick Anointing Oil with each Dozen.

SPECIAL Combination 2 CANDLES and Beautiful CANDLE STICK \$1.00



Burn your Candles in this Fancy colored Crystal like Candlestick. Its exquisite, artistic Pattern adds in the Beauty and Pleasure of any Candle Burning Ceremony that you might wish to hold. For those of our customers who wish to buy this Beautiful Candlestick, we will give FREE of extra charge Two Large Fine Quality Candles. One Red and one Green. Here is a chance for a Bargain. Order your Candlestick and Two Candles Today.

No. A-309—All For Only...\$1.00

LUCKY MOJO Brand CANDLE with HAND SHAPED CANDLE STICK

Did you know that a certain HAND with Thumb was regarded by certain people as a Powerful Charm and Sacred Symbol, representing Goodness, Hospitality POWER, and Divine Providence? The paintings of Hands have been met with throughout Italy and Turkey, and used as symbols of GOODLUCK and for Protection from Witchcraft. Because of this symbolism regarding the HAND we feel many of our customers would be interested in possessing a Hand-Shaped Candlestick as a Charm. We make no claims that it will bring about any of the Supernatural effects mentioned above. We furnish one LUCKY MOJO Brand CANDLE with each Hand-Shaped Candlestick.



No. A-312—Candlestick and Candle, Both...\$1.00
Two Sets Only.....\$1.69

LUCKY MOJO Brand CANDLES can be ordered separately. Colors: Black, Red, Blue, Yellow, Green, and Old Gold.

No. A-315—Two Candles in Box.....50c

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



LORDS' PRAYER RING

STERLING SILVER

Beautifully embossed shank. Plaque inscribed with **LORD'S PRAYER**, "Our Father which art in Heaven, Hallowed be Thy Name, Thy Kingdom Come, Thy will be done on Earth as it is in Heaven, Give us this Day our Daily Bread and Forgive us our Debts as We forgive our Debtors and lead us not into Temptation, but deliver us from Evil, for Thine is the Kingdom and the Power and the Glory. Amen."

Wear the Genuine **STERLING SILVER** Ring with **PRAYER OF OUR LORD**. Send piece of string or strip of paper for fingered.

LORD'S PRAYER RING

Order by No. J-302

Price, including Tax, Only...

\$1.65

HOLY BIBLES OF ALL SIZES WITH OLD and NEW TESTAMENTS at BARGAIN PRICES

COLORED PICTURES



LARGE TYPE

CHAPTER

How Babylon would Fall he

THUS saith the **LOR** will raise up again and against them that



This **SACRED HEART** OF **JESUS** PICTURE IN **BEAUTIFUL COLORS**

FREE WITH EACH PURCHASE OF ANY BIBLE ON THIS PAGE.

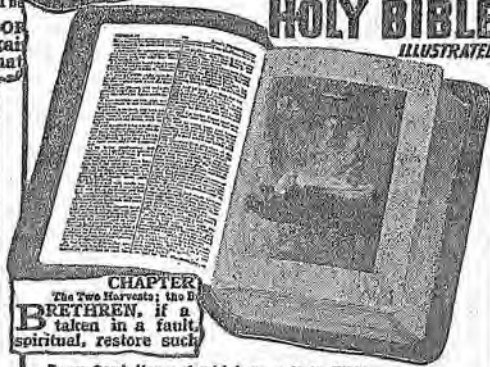
C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

OUR MOST COMPLETE HOLY BIBLE KING JAMES VERSION

PRICE ONLY **\$2.98**

Beautiful, Black Leatherette Binding, Large Easy Reading Type. Embossed in Gold letters on cover. 1,046 Pages—Both Old and New Testaments. Real rich and expensive looking. Beautiful Colored Pictures. Order yours today and proudly carry it to Church next Sunday. Sacred Heart of Jesus Picture given FREE. No. B-681—Price Only \$2.98

CHRISTIAN WORKERS HOLY BIBLE ILLUSTRATED



CHAPTER The Two Harvests; the B **BRETHREN**, if a taken in a fault, spiritual, restore such

Every Good Home should have a Holy Bible. Here is your chance to get a Bargain. Hand-some Bible, complete with Old and New Testaments. Black Leatherette cover, Gold Lettering on Cover. Beautiful pictures in gorgeous Colors. Easy Reading Type. We have seen similar Bibles sold for much more, but we offer it to you at our Bargain price. Sacred Heart of Jesus Picture FREE with each Holy Bible. No. B-662—Price Only..... \$1.50

BARGAIN PRICE \$1.50

HOLY BIBLE CONTAINS BOTH NEW AND OLD TESTAMENTS



Handy Size

BIG BARGAIN

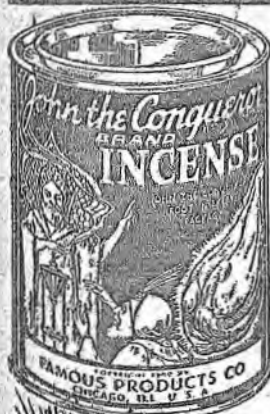
A Wonderful, Complete Holy Bible; Old and New Testaments; 1,046 Pages, easy to read. Black Leatherette Cover, Red Edges, Gold Lettering on Binding. Biggest Bargain in a Bible you ever heard of. Every person should own a Holy Bible. Hurry and get yours while they last at this Bargain price. Order this Bible; you will be given a beautifully colored FREE picture of Sacred Heart of Jesus. No. B-663—Price...\$1.00

ONLY \$1.00

INCENSE

JOHN the CONQUEROR INCENSE

LODESTONE INCENSE



JOHN THE CONQUEROR
ROOT packed in every box.
Here is one of our newest
boxes of INCENSE. A great
creation is this **JOHN THE
CONQUEROR BRAND INCENSE**
with a **GENUINE
ROOT FREE** of extra charge
in every box. Keep your home
smelling sweet. Burn a little
Incense every morning and
night. You should just Love
the sweet smelling, long last-
ing, perfumed fragrance of
this High Grade **INCENSE
POWDER**. Get Incense and
ROOT FREE of extra cost.
Order NOW.

NO. A-201AB 50c
3 for \$1.25

**LODESTONE
GIVEN IN EVERY BOX**

It is well known that Incense
has been burned since **LODE-
STONE** has been carried by
many People to bring Good
Luck, Success and Win-
nings. We, however, make
no such claim to this effect
and sell **LODESTONE BRAND
INCENSE** only on its Merits
that it is the Highest Quality
INCENSE that we know how
to make. Enjoy it as sweet, per-
fumed fragrance. Send 50c
for a box NOW. Take this
tip. Save Money and receive
a Genuine piece of Mag-
netic **LODESTONE FREE**
of extra cost. This is one of
the **BIGGEST BARGAINS**
in our Catalogue. You really
receive a \$1.00 Value for 50c.

NO. A-201AC 50c
3 for \$1.25



**ROOT
FREE**
OF ANY EXTRA COST
IN EACH BOX

**AUNT
SALLY
LUCKY DREAM
BRAND
INCENSE**



**SPIRITUAL RITES
INCENSE**

HIGHLY PERFUMED

Specially prepared **GOLDEN
BROWN COMPOUND POW-
DER**, the form, which has been
said, has been mostly used for ages
by the Orientals for Ceremonies
and Invocations. It has been said
that to the Hindu the burning of
Incense seems to lull him into a Soul
Vision inducing a state where he ex-
periences what weird "Out of the
Body" sensation. It is said by those
who profess to know that Incense
was burned by Ancient People and
even in the present time for the pur-
pose of bringing Good Luck in
Money Matters, Love Affairs,
Games of Chance and to Drive
Away Evil Influences. We make
no claim to this effect for **SPIR-
ITUAL RITES INCENSE**
and sell only as a fine **GOLDEN
BROWN Highly Perfumed Incense
Powder**. Order NOW.

Large 1 lb. Can
No. A-201R \$1.69
Price only

It is
SWEET
and **STRONG**. Just take
a little of Aunt Sally's
and put in Incense burner.
Enjoy the Sweet Fragrance
that rises. Keep your
home smelling sweet.
**BURN AUNT SALLY'S
INCENSE**. Many people
like a **NUMBER** packed
in box of Incense. There-
fore, we have put a
NUMBER in every box.
We make no claims that
this **NUMBER** is
LUCKY or of any
value. Order your
**AUNT SALLY'S IN-
CENSE NOW!**

No. A-201H 25c
Each
3 for \$1.25

**LODESTONE
FREE**
OF ANY EXTRA COST
IN EACH BOX

**JINK-O
BRAND
INCENSE**



History tells us Incense
has been used as a de-
monitor to drive away
Evil Spirits. Even though
we know it to be a fact
that many people have
burned Incense to drive
away Evil or Bring Good
Luck, we do not claim this
for **JINK-O Brand IN-
CENSE**. It is a specially
prepared **INCENSE**. Hand
rolled, and Hand made.
LARGE SIZE CONES. Each Cone is 4 inches
Tall, and will burn for one hour or longer. Only
necessary to BURN one **LARGE CONE** a day to
keep your home sweet.
PACKED IN FANCY BOX—Orders Yours Now.

Order by **No. A-201W 50c**
Price Only.....
3 for \$1.25

**SEND ALL
ORDERS TO**

KING NOVELTY CO.

**2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.**

LOVE ME QUICK

FREE

WITH
ADAM
and EVE
ROOTS
and
DEVIL'S
SHOE STRING



Perfume
ALL for \$1.00
Plus 5c Tax

DEVIL'S SHOE STRING
A certain book on Folklore gives the following belief regarding the **DEVIL'S SHOE STRING**. "Cut Root into small pieces. Put camphor or Whiskey on it. Rub on your hands. Dress inside of hands with it and grab your enemy by the arm when he comes for you. Carry a bit in your pocket. No snake will bite you. Lay a piece in a man's Path, he will never have any money. Use it for a **GAMBLING HAND**." We, of course, make no claims that this **ROOT** will have any supernatural effects as above mentioned, or that it will bring **GOOD LUCK** to **GAMBLERS** or anyone. We have only mentioned some superstitions believed regarding **DEVIL'S SHOE STRING** and sell it only as a Curio and Curiosity.



DEVIL'S SHOE STRING

ADAM AND EVE

TWO ROOTS One book that tells about Folk Beliefs mentions that the **ADAM AND EVE ROOT** is one of the familiar **ROOTS** in the Medicine Case. **Roots** like **ADAM AND EVE** have been used in Voodooism and Conjuration for so-called **WOODDING**. From reading this book, we believe that **Roots** like **ADAM AND EVE** were carried around on the person for the purpose of bringing **GOOD LUCK**, for making **Conjure Hands**, Driving Away **EVIL** and to help people **WIN** in **LOVE** and **MONEY**, or overcome their Worries, such as bringing Back Lost Money or bringing Back a Lost Lover. We make no claims that this **ADAM AND EVE ROOT** will bring **GOOD LUCK** or have any value as a general all around Luck Bringer. We sell only as a Curio or Curiosity.

LOVE ME QUICK Perfume GIVEN FREE of extra cost with your order for **BOTH ADAM AND EVE ROOT** and **DEVIL'S SHOE STRING**.

Order by No. A-574 All For Only..... **\$1.05**
3 Sets for \$2.10



EVE
ADAM

SOUTHERN ROOT

JOHN the CONQUEROR

FREE
OF EXTRA COST TO YOU.

LUCKY LOVIN' PERFUME

BOTH FOR 55c



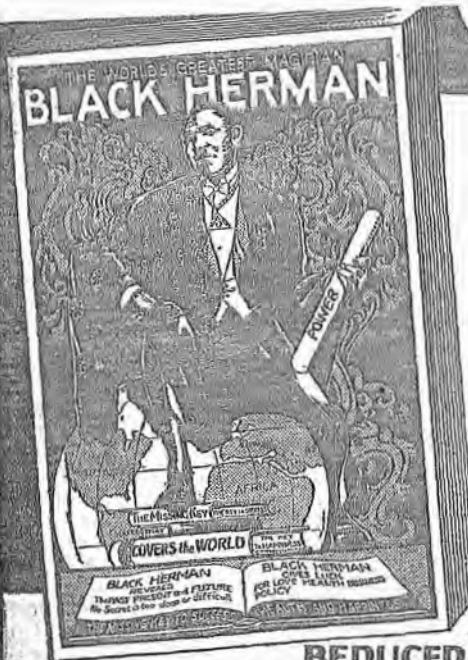
JOHN THE CONQUEROR ROOT has been known to the so called Two-Headed Doctor or Conjure Man as a **ROOT** for **WINNING**. One book states that it has been soaked in Whiskey to make a mixture that helps you Win. This same book tells us that **JOHN THE CONQUEROR** was used with Fig Leaves to help rent a Home. Even though it is true that **JOHN THE CONQUEROR** has been used by some people to bring **GOOD LUCK** in Love and in Money, we make no claims to this effect and sell it only as a Curio. With each **SOUTHERN JOHN THE CONQUEROR ROOT**, you get **FREE** of extra charge, one Full Size bottle of **LUCKY LOVIN' Brand Perfume**. Send only 55c. for Both or order 3 Set. for \$1.55.

No. A-563
3 for \$1.35



VALUABLE BOOKS You Should Own!

READ the GREAT PROF. Black Herman's Book and learn about his SECRETS. Claimed to be the Greatest Magician the Race has ever produced. He is said to be able to reveal the **PAST, PRESENT and FUTURE**. He claims in the Book to give **LUCK** for **LOVE, HEALTH, BUSINESS and FOLIOX**. What a Book! Contains mysterious **TRICKS and SECRETS**. Prof. Herman tells your supposed **Lucky Signs**, supposed **Lucky Numbers**, **Marriage Forecasts**, etc. Do you want to know about **Dreams and Numbers**? Read what **Black Herman** tells you in his Book. However, we assume no responsibility for claims made by the Author. **Black Herman** says "Why Grope in Darkness? Who knows but that the Knowledge of one page may change **Failure to SUCCESS**." Price listed \$6.00. Reduced to only \$1.00. Order Yours Now!



Black Herman's Dream Book

\$1.00

REDUCED PRICE

Order by No. B-655



5 IN 1 DREAM BOOK

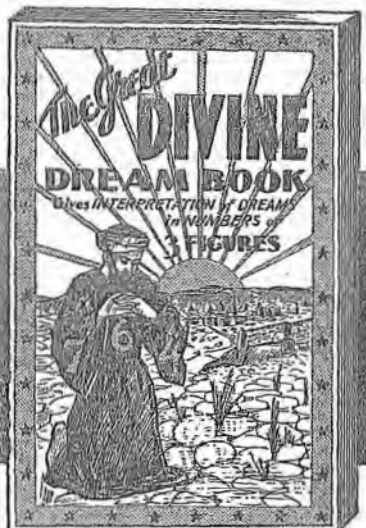
By Mme. Vangine Hamdda
Gives Interpretations of all Dreams and Numbers of 3 Figures. Do you believe in Dreams? If you do then get this Book and learn what Mme. Vangine Hamdda tells you about them. The Author gives you (along with the alleged Horoscope) 3 Numbers after each and every day of the year. For example: If you were born between March 31st and April 20th your alleged Lucky Number is supposed to be 127. We assume no responsibility for claims made by the Author, but if you are interested in this subject of Dreams and Numbers it would be a fine book for you to Order.

No. B-656
Price Only \$1.00



Aunt Dinah's POLICY PLAYERS Guide
To **LUCKY Dreams** and **LUCKY Numbers**
This is really Five Books for the price of one. Tells about the Human Body; Gives interpretation of Dreams; Gives answers to important questions; Tells about the significance of "Moles"; Tells about Charms and gives Dreams together with alleged Lucky Numbers. We assume no responsibility for claims made by the Author, but believe you will be very pleased with this Book. Rush your Order Today!
Order by No. B-658
Price Only 50c

King Tut Policy Player Dream Book
The Author claims, that the writings came from the Tomb of KING TUT. Contains a list of Ladies' or Gentlemen's names with their alleged Lucky Numbers! List of Animals and their alleged Lucky Numbers! Mystery Clock for finding alleged Lucky Numbers; 250 Interpretations of New Dreams and Numbers. We assume no responsibility for claims made by the Author. Order Yours NOW!
Order by No. B-659
Price Only 50c



The GREAT DIVINE Dream Book
NUMBERS—DREAMS—FORTUNES—All given in this Book. The Book describes an unusual Special System to figure out Numbers which the author claims was in favor thousands of years ago. We, of course, assume no responsibility as to its accuracy. He calls it Astro-Numerology and describes it as a way to determine your Vital Number or your so-called Lucky Number.
No. B-657
Price Only \$1.00



END ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

LITTLE JOHN to CHEW

LOOK WHAT \$1.00 WILL BUY

ORDER NOW

SALEP ROOT
Sometimes called
HAND ROOT

SOUTHERN JOHN THE CONQUEROR ROOT

GENUINE MAGNETIC LODESTONE

BIG CURIO OUTFIT all for \$1.00

Many people like to carry Lodestones and Roots and believe in the superstition that such articles will drive away Old Man Trouble, will drive away the Devil, and draw Luck in Love and bring about Peace and Happiness. Conjure Doctors in the South have given people such so-called Charms as Roots and Lodestones to carry around and have said that this will do almost anything such as Driving away Enemies and have called these tricks in Out Hoo-Doing a person that was Hoo-dooed and bring about almost anything desired. We make no such claims to this effect for any of the articles described but we sell only as a Curio. This Outfit consists of One Little John to Chew ROOT, price 50c, One Salep ROOT sometimes called Hand

Root because of its resemblance to a Human Hand, price 50c, One Genuine Magnetic Lodestone, price 50c, One Southern John the Conqueror ROOT, price 50c. If these were bought separately we would have to sell for \$2.00 but you need only pay \$1.00 if you will order all at one time.

SEND NO MONEY—PAY ON DELIVERY. Send no money—just Order Curio Outfit No. A-535 and pay Postman \$1.00 plus few cents postage when he delivers your package. **HURRY** and send **CODD** right away.

No. A-535—Price Only.....\$1.00

NEVER GO BROKE CURIO

ALL FOR \$1.00

LOOK AT ALL YOU GET \$1.00 Bill FOR ONLY A

LOOK at the picture and see all you can get for only a \$1.00 Bill. Shell Dust, price 50c. Lodestones, price 50c. **Alleged CHINESE Style Good Luck Ring** (like any finger), price 49c. **Alleged "Never Go Broke" Curio Pocket Piece**, price 50c. **Lucky MOJO Incense**, price 50c. **Total Value \$2.49.** But our price is only \$1.00. Be sure to get this Outfit because it contains the "Never Go Broke" Curio. You can carry this in your pocket or put it in your purse and wear around your neck. There is an inscription on this article saying "Keep me and Never Go Broke, I Bring Good Luck." We make no claims to this effect or that any of these articles are Lucky and sell only because they are interesting as Curios.

SEND NO MONEY to get all this \$2.49 Value for only \$1.00. Order Outfit No. A-537. We'll send C.O.D. Pay Postman \$1.00 plus few cents postage when this **Never Go Broke Curio** and other articles arrive. All comes packed in Beautiful Box. Order yours now so that you will have this **BIG BARGAIN** real quick.

No. A-537—Price.....\$1.00

ALL FOR \$1.00 HOO-DOO BAG

LOOK AT ALL YOU GET \$1.00 Bill FOR ONLY A

HOO-DOO Men and CONJURE Doctors have been in the practice of making Charms, HOO-DOO bags, etc., for the purpose of ATTRACTING Good Luck and driving away Evil influences. Almost anything that came to the imagination of the Conjure Man that may symbolize Peace, Happiness or Strife, were used in the fabrication of these Charms. We have prepared as a Curio a Red Fannel, alleged HOO-DOO BAG containing Five Finger Grass, Lodestone, Myrrh, John the Conqueror Root, and in addition we give you at no extra charge, Aunt Sally's Policy Player's Dream Book, Aunt Sally's Incense and the Rabbit's Foot. We make no claims that these articles are Lucky or that they will drive away Evil but sell only as a Curio. Neither are we responsible for claims made by author of Aunt Sally's Dream Book. The Total Value if goods were purchased separately would be \$2.59; you can get All for Only \$1.49. Send no money. Mail your Order, pay Postman \$1.49 plus a few cents postage.

No. A-533—Price.....\$1.49

BIG DREAM BOOK OUTFIT

GET ALL THIS \$5.00 VALUE FOR \$2.00 ONLY HURRY!

BIG BARGAIN Now is your chance to get one **Lucky HIT Dream Book**, regular price \$1.00, one **Lucky Number Policy Player's Dream Book**, regular price \$1.00, one 6th and 7th Book of Moses, regular price \$1.00, one **MOJO BRAND LODESTONE**, regular price 50c, one **John the Conqueror Root**, regular price 50c, one **Crystal Ball**, regular price \$1.00. We hope you will have great joy and amusement reading these Dream Books and possessing these interesting Curios. We assume no responsibility for claims made by authors of these books and we make no claims that any of these articles will bring Luck. The regular price of this Outfit is \$5.00. With this C.O.D., however, you can get this complete **Big Dream Book Outfit** for only \$2.00. Take advantage of this generous offer, it may not last long. **ORDER NOW** and save \$3.00. **Hurry!** Do it now before you forget. Send **No Money.** We'll send C.O.D. just pay postman \$2.00 plus few cents postage when he delivers your package.

No. A-541—Only.....\$2.00

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

Oil of LOVE Perfume

ATTRACT THE MAN YOU WANT

Help yourself to WIN the admiration and attention of the man you want by smelling sweet. Use OIL of LOVE Perfume. Thrill HIM with this irresistible alluring scent that clings. Fascinate the man you LOVE, excite his senses, WIN his affection. OIL of LOVE Perfume is not just ordinary Perfume. It is a full strength oil made from our Special Combination of Ingredients, many of which have been imported from different parts of the World. Only a drop or two is enough to last for hours. We make no claims that it will induce LOVE but sell only for its High-Grade Sweet Smelling Perfume Value. We do know that many Women and Men have received great SUCCESS in attracting the opposite SEX by using the right kind of Perfume. This is your chance to get OIL of LOVE—100% Perfume Oil for the Special price of only \$1.00. Either send \$1.00 in stamps, cash, or Money Order or you may ask us to send C.O.D. and pay the postman \$1.00 plus a few cents for postage. Send your order today sure. Order by name Oil of Love Perfume and give Number.

Order by No. V-269

Price, Including Tax.....Only **\$1.10**

Three bottles for only \$2.20



USE THIS
EVERY DAY
OF YOUR
LIFE

SWEET
AROMA

A Real
BARGAIN
DON'T PASS UP THIS
VALUABLE OFFER
BOTH
ONLY 50¢

BIG OFFER LUCKY SPIRIT BRAND INCENSE and LUCKY SPIRIT BRAND PERFUME

Burn LUCKY SPIRIT Brand Black INCENSE Powders every day of your Life. Fill your home with Perfumed Sweetness. Priests burned INCENSE even before the Birth of Christ. Read in the Bible about the BURNING of INCENSE.—Exodus XXX. Even in modern times people like to Burn Incense for its Delightful Fragrance and Sweet Perfume. Get a package of LUCKY SPIRIT Brand INCENSE and a Bottle of LUCKY SPIRIT Brand PERFUME. Use this Wonderful Perfume and ATTRACT admiring attention because you smell so Sweet. Mail this COUPON right now and get BOTH the LUCKY SPIRIT Brand INCENSE and the LUCKY SPIRIT Brand PERFUME for only 50¢. This is a real bargain for such High Quality Goods. Fill out the COUPON Now and mail with 50¢ in stamps, cash or Money Order.

MAIL THIS COUPON with 50¢ for BOTH PERFUME and INCENSE

KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.

Dear Company:—I am sending you this COUPON with 50¢. Please RUSH one Package LUCKY SPIRIT Brand Black Incense Powders—Fill your home with Perfumed Sweetness—and LUCKY SPIRIT Brand Perfume—Use every day of your life. I can hardly wait—so please HURRY my package.

NAME _____

ADDRESS _____

CITY _____

STATE _____

BOX _____

P.O. _____

KING NOVELTY CO., 2244 COTTAGE GROVE AVE., CHICAGO, ILL., U.S.A.

HIGH JOHN ROOT the CONQUEROR ROOT



**CONSIDERED BY MANY TO
BE A GREAT LUCK BRINGER**

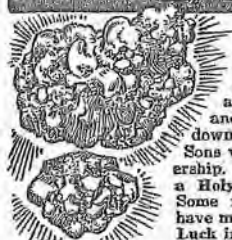
High John the Conqueror is one of the most famous of so-called LUCK ROOTS. It is believed by many that a person carrying one of these HIGH JOHN ROOTS in his pocket or on his person will never be without Money and will be very LUCKY and Successful in his undertakings. Many superstitiously think that this strange ROOT acts as a powerful LUCK Charm for Winning Games, Drawing Lucky Numbers and that it Helps in Love Affairs and Drives Away Evil Influences and wards off Bad Luck. However, we make no claims to this effect and sell only as a Curio. We have received word from many of our customers who say that they are well pleased with the very fine quality. Some have written that they like to carry the Root in their pocket or purse and many others have said they like to Chew on the ROOT and say they have had Good Results and we might add that we have many customers who say they would never be without a piece of HIGH JOHN,

BIG SELLER

50c

Order by No. A-209.....
3 for Only \$1.00

GENUINE MYRRH



MYRRH was one of the precious substances of Biblical times used at least 2,000 years ago. It was blended with an Oil wherewith the Priests were anointed and it is said that it ran down the beards of Aaron and his Sons when they were exalted to leadership. The Bible mentions it is used in a Holy Oil—(Exodus—Chap. XXX). Some folks still believe MYRRH to have mystic Luck Powers and to bring Luck in Love Affairs and Money Matters. We make no claims to this effect and sell only as Genuine MYRRH.

DON'T WAIT

Order by No. A-210D

Price Only.....**50c**

LITTLE JOHN to Chew



This strange looking ROOT has been called by some folks Little John to Chew. Some folks like to CHEW this Root and believe it to be a powerful LUCK bringer for drawing Money and Love and Driving Away Evil and Bad Luck. However, we make no claims to this effect and sell only as a Curio. We guarantee this Root to be fresh and clean. Order some of this LITTLE JOHN TO CHEW Root. Comes packed in sanitary box. We have thousands of satisfied customers and hope you will be pleased too.

50c

Order by No. A-210E.....Only
Three for Only \$1.00

HIGH JOHN the CONQUEROR



FIXED in BAG
with
VAN VAN OIL
and
FIVE FINGER GRASS



Some folks in the South visit the Voodoo Man who often charges big fees such as \$5.00 and even \$25.00 for his services. Worried and troubled men and women have gone away HAPPY when the Voodoo Priest prescribed this fetish which consisted of High John The Conqueror Root fixed in Red Flannel Bag with Lodestone and Five Finger Grass. This bag was to be worn around the neck and sprinkled every morning with two drops of Van Van Oil. This superstition was that this acted as a Luck Charm and would Drive Away Evil and Attract much Good Luck and Money and bring about the thing desired. We of course make no claims to this effect and sell only as a Curio. Ask for it by name—HIGH JOHN THE CONQUEROR FIXED IN BAG.

\$1.00

Order by No. A-521.....
Three for Only \$2.00

**Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.**

FORTUNE TELLING CARDS & BOOKS

MADAME LE NORMAND'S FORTUNE TELLING CARDS
—The Manufacturer of these Cards tells us that they are substantially the same as those used by the Famous French Mystic, Madame Le Normand, and they are so arranged that all who consult them can read unaided their own Fortunes. In the Directions it tells us that Card No. 1 is a messenger of Good Fortunes; Card No. 24—The Heart is a sign of Joy; Card No. 25—The Book indicates that you are going to find out a Secret; etc. 36 Beautifully decorated Cards, together with Full Directions. We make no claims that these cards will tell Fortunes truly or accurately and sell only for Amusement. A Bargain at our Price.
No. D-150—Bargain Price.....59c

ZODIAC CARDS & NUMBERS

Some of the most Famous People have had their Fortunes told by Cards. On these Zodiac Cards you will find printed these Phrases: News of a Wedding; Plenty of Money; Good News; An Old Lover Returns; Much Love Making. When the cards are shuffled and dealt we understand alleged Lucky Numbers show up in the upper right hand corner. We make no claims that these Numbers are LUCKY, or that the supposed Fortunes are true or accurate, and sell only for Amusement. Beautifully designed Cards, Directions furnished.
No. D-151 Only 98c



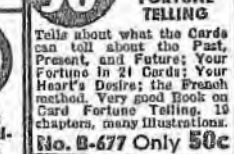
GYPSY WITCH FORTUNE TELLING CARDS

Similar Fortune-Telling Cards have been used for centuries to foretell future events. One Book gives combinations, such as: 4 Kings—Great Love; 3 Queens—Deception of Women; 4 Aces—Good Luck; Almost any combination is possible. We make no claims that the Cards will reveal the truth regarding the Past, Present, and Future. Full Directions tell you just what to do. This is the most Beautiful Pack of Fortune Telling Cards we have ever seen.
No. D-157—Price Only...\$1.25



Black Cat Fortune Telling Game

Will you be Lucky in Love? Is their danger in your Path? What does the Future hold in store for you? Play this BLACK CAT FORTUNE TELLING GAME. Have great fun when you find out your supposed fortune. We make no claims that these are true, and sell only for amusement.
No. D-152—Price.....\$1.00



Your Fortune Told Under Your Lucky Star
Were you Born under a Lucky Star? Read this book and see what it says about people born under sign of your Birth month, your general Characteristics, Affinities and Marriage, Planetary Influences, Beautiful Cloth Binding.
No. B-678 Only \$1.50



192 PAGES - ILLUSTRATED by 1750 PICTURES

FORTUNE TELLING BY CARDS.
By Madame Camille Le Normand—The title page states that it is a practical explanation of the universal act of Prophetic Fortune-telling, whereby, through simple use of ordinary Fortune-Telling Cards, any person can glean full, perfect, and exact knowledge of the Past, Present, and Future, as well as every Secret in a Person's Life or Thoughts, the whole clearly and fully set forth. We assume no responsibility for claims made by the Author. The book also contains list of 100 Questions. 1,750 pictures. A wonderful Book. Order yours Today.
No. B-674—Only...\$1.00



Quint Centaine: 1 Fortune Telling by Cards, 25c; 1 Mother Shipton's Gipsy Dream Book, 25c; 1 Zodiac Fortune Telling Cards, 95c. 1 Alleged Fortune Telling Crystal Ball, \$1.00. Total Value —\$2.40. We make no claims that Fortunes told are Accurate, and sell only for Amusement. Save \$1.60.
No. D-156—All for...\$1.38

SEND ALL ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

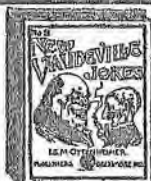
BIGGEST BARGAIN in these FINE BOOKS

64 PAGES TO A BOOK

COVERS IN COLORS

ANY
BOOK
10¢
EACH

ANY
BOOK
10¢
EACH



Joke
Books



LIVELY JOKES

Dream
Books



SNAPPY JOKES

NEW VAUDEVILLE JOKES
Contains the latest and best jokes, monologues, gags, and funny stories. Get great laughs and amusement.

Here are some jokes the author says never before heard. Read these jokes and get some real good laughs.

No. B-908 . . 10¢

A Book of real laughs which you won't be able to keep back once you start to read these jokes.

No. B-901 10¢

GOOD TIME JOKES

Contains the latest, most popular good time jokes and funny stories. Get tremendous fun and amusement reading these jokes.

No. B-902 10¢

IRISH JOKES

The latest select collection of Irish jokes, anecdotes, and funny stories. Get fun, amusement, and great laughter reading this Big Fun Joke Book. \$1.00 worth of fun for 10¢.

No. B-903 10¢

MINSTREL JOKES

Here is the latest collection of witty jokes, monologues, gags, used by leading minstrel artists of the day.

No. B-904 10¢

Any 12 Books \$1.00

TRAMP JOKES

Tramp jokes are always funny. Get a great kick out of reading some of these most amusing, interesting jokes. Get \$1.00 worth of Fun and Amusement for 10¢. Roar with side splitting laughter.

No. B-905 10¢

How to Make Love

The art of wooing. Winning and wedding. How maidens may become Happy Wives and bachelors Happy Husbands. Complete directions for declaring Love's intentions.

No. B-906 10¢

PEPPY JOKES

Hot stuff and how! Just the kind you want—something to make you laugh and chuckle. Get Big Fun and amusement.

No. B-907 10¢

Any 12 Books \$1

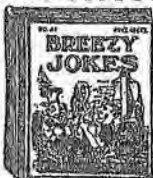
On This Page \$1



Gypsy Dream Book

Explanations of Dreams, Fortune Tellings, and Palmistry. Big Bargain at 10¢.

No. B-909 10¢



BREEZY JOKES

Laugh and chuckle reading these breezy, snappy jokes.

No. B-910 10¢



RED HOT JOKES

Latest and funniest jokes, gags, comic sayings, and funny stories.

No. B-911 10¢



FARMER JOKES

Very funny, amusing, and droll. Get some real good laughs.

No. B-912 10¢



Fortune Telling

The author gives a new system of fortune telling by cards.

No. B-913 10¢



WINE, WOMAN

And Song Jokes. Have a real good time reading these jokes.

No. B-914 10¢



HYPNOTISM

Here is a chance to read and learn about Hypnotism. A Bargain at this price.

No. B-915 10¢



Hundreds of Laughs

And Good Jokes. The latest jokes and funny sayings.

No. B-916 10¢

No. B-917 10¢

FUN AND MAGIC

Parlor Amusements, Fortune Telling, Card Tricks, Jokes, Riddles, Conundrums, Puzzles, Flirtations, Truants, Money Making Secrets, Parlor Magic, Fun-Readings, etc.

No. B-918 10¢

SPICY JOKES

A great collection of different, original and newest, funny stories, spicy and breezy jokes. Laugh, chuckle and roar—get great amusement.

No. B-919 10¢

Hot Stuff Joke Book

Latest and Best Jokes, Gags, Conundrums, and Funny Monologues. Be the life of the party when you spring a few of these jokes.

No. B-920 10¢

Any 12 Books \$1.00

How to Become Beautiful

A Complete Guide to all the arts and secrets of beauty and charm. Contains the Power of Beauty, Beauty of the Head and Hair, Beauty of Complexion and Skin, Beauty of Dress and Adornment.

No. B-921 10¢

FLIRTATIONS

Contains the art of flirting with the handkerchief, fan, glove and cane. Secret Signs, Insinuations, Invitations and Captivations. Also the Cues for Bashfulness and the Science of Kissing.

No. B-922 10¢

LETTER WRITER

Complete letter writing instructions. Also a course of letters on business, love, courtship and marriage.

No. B-923 10¢

Any 12 Books \$1

On This Page \$1



Can You INFLUENCE ATTRACT OR COMPEL Others?

Read this BOOK! MENTAL INFLUENCE

by WILLIAM WALKER ATKINSON
Twelve Lessons

LESSON 1. Why one MIND can be made to influence another.
LESSON 2. How Thought WAVES Manifest, and how they affect other persons.
LESSON 3. How thought vibrations set up induction in the minds of others.
LESSON 4. MENTAL CONCENTRATION. How to Concentrate and develop the powers of Concentration.
LESSON 5. What Occultists call a Mental Plane. How they use it.
LESSON 6. The SECRET of Mental Fascination and Personal Magnetism. Why some have such alluring qualities of the Mind. The Secret of Fascination.
LESSON 7. The truth about Hypnotism. How Hypnotic Influence affects the person.
LESSON 8. Mental Influencing at a distance. How distant treatments are given.

LESSON 9. How Mental Influence may be used to effect great numbers of people at the same time.
LESSON 10. How the force of Mental Influence is being used against people, and why they should remember to protect themselves by remembering the principles of the subject.
LESSON 11. The difference between White and Black Magic.
LESSON 12. Full instructions in SELF-PROTECTION (mentions in this book that this Lesson alone is worth more than the price of the Book).

If you are interested in the MIND and training of your MIND to influence others, here is a Book that may be well worth reading. In One Chapter, the author mentions that Mental Influence manifests under the form of a Fascination, Attracting Power exerted by some people, which causes some persons to Draw or Attract other persons to them. Persons are Allured or Charmed by others possessing this power, and these affections are taken captive by this Mysterious Force. Chapter 12 on SELF-PROTECTION should prove extremely interesting to people who wish to know more about Mental Influence and Protection against Mental Influence of others. The author attempts to answer the question of "How the reader may render himself immune from these Influences, which may be directed against him". It tells you what to do when you come in contact with people who are seeking to INFLUENCE YOU. The Author says that this Chapter alone may be worth the price of the book.
Order by No. B-705....Price Only 75c

PRICE
OF THIS
BOOK
Only
75c

PRACTICAL MENTAL INFLUENCE and MENTAL FASCINATION

By WILLIAM WALKER ATKINSON

MIND READING

By WILLIAM WALKER ATKINSON

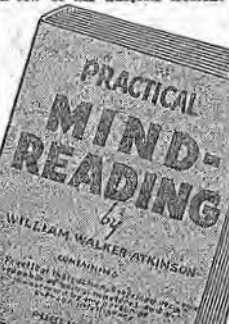
A Course of Lessons on Thought-Transference, Telepathy, Mental-Currents, Complete Instructions in all the latest points about Mind Reading. This Book is full of Practical Instruction about different phases of Mind Reading, Telepathy, etc. Directions are so simple that they should be easily understood. Here you will find complete instructions in all the latest points about MIND READING. It tells how Thought-Transference is practiced. It tells you how to Perform feats that will mystify an audience and arouse the deepest interest and enthusiasm, or you can conduct Telepathic experiments with your friends in your own home.

Here are some of the Lessons and a few of the Subjects treated:

The Nature of Mind Reading—tells about Action of Mind Upon Mind. The Profound of Mind Reading—The results of the latest Experiments and Investigation. Contact Mind Reading—Full Instructions regarding the "Nerve Currents." Development Exercises—How to develop yourself; How to find Locations; How to find Objects; Sensational Feats—Driving Feet; Combination Look Feat, and many other sensational demonstrations. We do not assume responsibility for claims made by the author but only give his version. If you are interested in MIND READING, here is really a very fine book on the subject. Full of Practical Information on MIND READING.

Order by
No. B-706

PRICE
Only
75c



ARE YOU HAPPY-LOVE? ARE YOU SUCCESSFUL IN BUSINESS and MONEY MATTERS?

Read this Book

SUCCESS and HAPPINESS

By
Swami Brahma

By
Swami Brahma

A Guide to SUCCESS in matters relating to Health, Friendship, Love, Marriage, etc. In this Book the Author attempts to tell us How to develop your Magnetism, and to Strengthen your Will Power. How to influence people to act as you desire. The author mentions in the 7th leaf of this book How to Develop Personal Magnetism or Will Power. In this Book the author attempts to give suggestions on How to relieve pain without Medicine. Chapter 2 is devoted to Success, Friendship, Love and Marriage, and How to Gain It. Chapter 5 tells about Success in Business Life and How to Achieve It. Chapter 6 tells about Healing by Magnetism, Suggestions and how to do it. We assume no responsibility for statements or claims made by the author but simply give his version. We hope you will derive great pleasure in reading this Book on SUCCESS and HAPPINESS. Publishers' price printed on cover page \$1.00, but we have bought a large quantity and are able to sell this Book to you for only 35c.

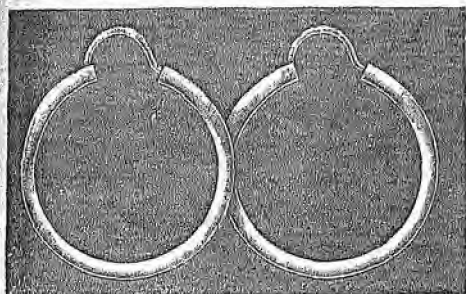
Order by No. B-707

Price Only.....**35c**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

NEW STYLE HOOP EARRINGS

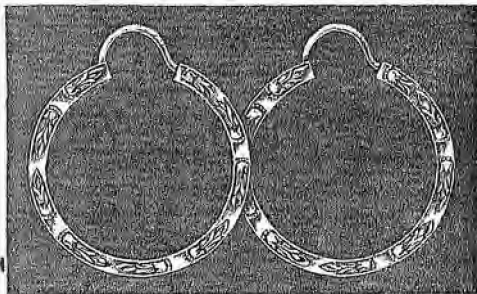
**GOLD PLATE ON
STERLING SILVER**



Southern Girl Hoop Earrings

Gold Plate on Sterling Silver. For Pierced Ears. Latest Style for Girls and Women. High Class. Order yours NOW. You will be happy to have these Beautiful Hoops dangling from your Ears. They look real pretty.

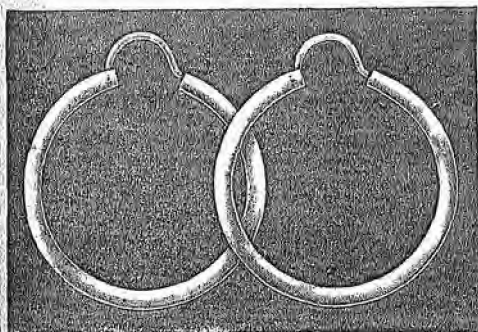
No. J-801E—Price with Tax.85c



Sweet Georgia Brown Earrings

Gold Plate on Sterling Silver. For Pierced Ears. Beautiful engraved effect on both sides. These rich looking, highly polished Hoops are beauties. Be sure to get a pair and ATTRACT the men folks' attention.

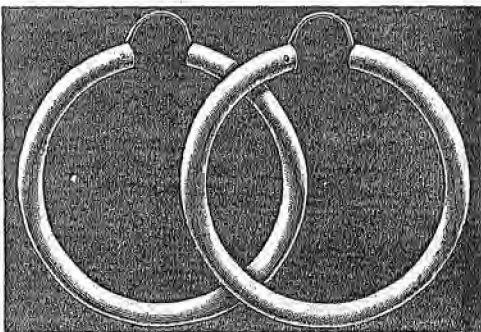
No. J-802E—Price with Tax. . . . \$1.10



Lucky Girl Hoop Earrings

Gold Plate on Sterling Silver. For Pierced Ears. Ladies and Girls attract admiring glances by having these Hoops hanging from your ears. High-Quality. Should wear a life time. Be sure to Order NOW.

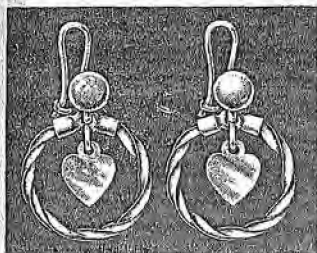
No. J-803E—Price with Tax. . . . \$1.10



Dixie Love Hoop Earrings

Gold Plate on Sterling Silver. For Pierced Ears. They dangle and Flash when you move your head. Attracts Attention and Admiring glances everywhere. You will be glad you bought a pair. A Real Joy to wear.

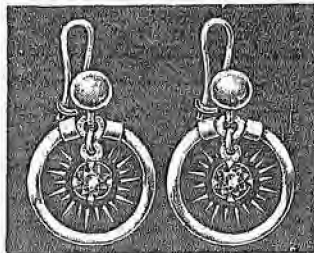
No. J-804E—Price with Tax. . . . \$1.65



Lovers Heart Earrings

Gold Plate on Genuine Sterling Silver. For Pierced ears. Bright yellow color. Beautifully designed heart inside New Twist design Hoop. These are the Very Latest and look very attractive when your friends are near you. Order yours today. Price includes tax. Nothing more to pay.

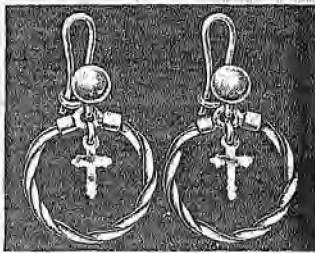
No. J-805E—Price . . . 85c



Love Me Quick Earrings

Gold Plate on Sterling Silver. For Pierced Ears. Beautiful, rich yellow looking color Hoops. Flashing, Dazzling Synthetic Ruby inside hoop. This is one of our New Attractive Earrings. Wear these Beautiful Earrings and attract admiring glances as they dangle from your ears. Price includes tax.

No. J-806E—Price . . . 85c



Cross and Hoop Earrings

Gold Plate on Sterling Silver. Bright yellow color. Beautifully designed cross hanging inside the Ear Hoop. You should really enjoy wearing these lovely earrings. They come with earwires for pierced ears. Price includes tax. Order Now.

No. J-807E—Price . . . 85c

**SEND ALL
ORDERS TO**

KING NOVELTY CO.

**2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.**

MADAM JONES HAIR GLORY

FOR MEN
AND WOMEN

LOOK
AT THAT
HAIR

Here it is Ladies and Gentlemen! MADAM JONES Hair Glory—Just the thing that you may have been waiting for—perhaps even praying for! If you crave Silky, Beautiful Hair—and who does not?—lose no time in keeping your Hair in Good Condition. Madam Jones HAIR GLORY helps to Soften and Smooth Short, Harsh, Stubby, Stiff and Kinky Hair. Adds new life and gloss to faded, dead looking hair. Before you know it you should be able to dress your hair in attractive fashion which should improve your appearance and win the admiration of your friends and loved ones. Remember, your hair is your crowning glory. So make yourself happy and proud by sporting a beautiful head of well kept hair.

FREE - SPECIAL TREATING OIL

With every Package of Madam Jones Hair Glory you get a Free Supply of Special Treating Oil. This is a New Discovery of ours which goes right down to the scalp, giving new life and gloss to the Hair. Here is your big opportunity! Are you going to pass it up and continue to suffer with Bad Hair or are you going to get this Fine Hair Treatment? It is up to you! All you have to do is to order a box of Madam Jones Hair Glory for only \$1.00. Guaranteed to satisfy in seven days or money back. You cannot lose so RUSH your order in today. SPECIAL TREATING OIL—FREE.

No. V-173
Only.....\$1.10
3 for \$2.20

MADAM JONES FACE TREATMENT



ENJOY LIGHT LOOKING SKIN

Help your Skin to New Beauty. Madam Jones Bleach Ointment works almost like Magic to Brighten Dark, Muddy, Freckled Skin Into Light, Soft, Clear Beauty. Many Men just love to see a woman with Beautiful Clear Light Skin. Why not help yourself to New Happiness with a Pretty Looking Complexion? Apply Madam Jones' Bleach Cream to your skin for a few nights and watch for results. Guaranteed to satisfy in 7 days or Money back. You cannot lose! Special inducement to each customer who orders now. One bar of Madam Jones' White Wonder Beauty Soap given to you without extra charge. Mail your order NOW and get Extra Soap with Madam Jones' Bleach Ointment.

No. V-174—Both Only **55c**
Three for Only \$1.48

Madam Jones HAIR STRAIGHTENING COMB



Hair Dressing at home now made easy. Start now to use the Madam Jones Modern Way of Combing your Hair straight in place. Save on Beauty Parlor bills. Use Madam Jones' Hair Straightening Comb with Madam Jones' Hair Glory. Madam Jones' complete instructions given FREE.

No. C-145
Price Only. **\$1.59**

BIG COMBINATION OFFER

Straightening Comb	\$1.00
Hair Glory	1.00
TOTAL VALUE	\$2.00
No. C-145—Both, Only...\$1.69	

Agents Wanted—Write King Novelty Co. 3244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

MADAM JONES Vegetable Compound

Brings Joy to Women

For Women of All Ages

When your strength begins to fail, when there are "GRAY DAYS" every month, try taking MADAM JONES' Vegetable Compound. It helps many women to overcome cramps, pains, nervousness due to weakened, run-down condition not caused by any organic or functional disease or disorder.

Helps Many Women

Regarded as valuable before and after child birth, at the change or whenever you feel nervous and run-down. If your nerves are at edge, if you feel tired, if you feel weak or blue, if you can't eat, if you can't sleep, try a bottle of MADAM JONES' Vegetable Compound. It may be just what you need.

Try One Bottle Now

Many men are attracted to women whose skin is clear—whose eyes sparkle—who have good health and a happy nature. If you are not as well as you want to be, don't continue to be weak and suffer needlessly, when all you may need is a bottle of this safe medicine. Order yours NOW.

No. M-704 Price....\$1.00

MADAM JONES' Female Tablets

Intended to help when you suffer from Monthly Pains. Many of our women folks still suffer every month from painful menstruation. MADAM JONES' Female Tablets may be all you need. They are intended to Help You at Monthly Times, Easy to take and do not interfere with the natural process of menstruation. Order a box of MADAM JONES' Female Tablets. Right Now.

No. M-705 Price Only.....50c



MADAM JONES Douche Powder

RECOMMENDED BY TRAINED NURSE

MADAM JONES' Douche Powder is recommended as a vaginal douche. It is safe and easy to use. Helps get rid of bad odors. Keep yourself clean by douching regularly. Use MADAM JONES' Douche Powder whenever you need it. Pleasant and refreshing. Helps as an inside wash to remove unpleasant secretions and foreign matters that may be causing irritation. Leaves the vaginal area cleaner. MADAM JONES' Douche Powder can also be sprinkled on sanitary napkins to help absorb disagreeable odors. Order a package NOW!

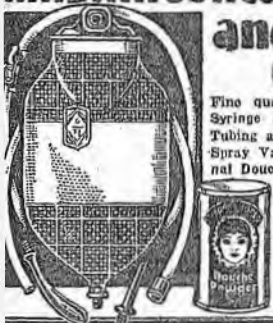
Order by No. M-706 Price Only.....50c



MADAM JONES Syringe and Douche Outfit

Fine quality Red Rubber Fountain Syringe equipped with Rapid Flow Tubing and both Rectal and Balloon Spray Vaginal Pipes. Use for Vaginal Douching. Box of Madam Jones' Douche Powder included without extra charge. Order this BIG BARGAIN Today.

No. M-707 Price Only.....\$1.98



CORN KNOCKER

QUICK AND EASY

Are you suffering from Bad Aching Feet because of Corns that bulge out from toes and rub against your shoes, causing terrible discomfort and pain? Don't cut your corns. Use Corn Knocker. A few drops on your corn is all you need. Buy a bottle of our Specially Prepared Corn Knocker. Just follow directions on bottle. Send your money quick and help yourself to get relief from that agonizing painful aching Corn.

Price Only...35c
3 Bottles for \$1.00



Order by No. M-708

KLEEN-U PILLS

For Laxative Action
Maybe You Need These Pills

Do you feel Sick, all worn or tired out because of temporary constipation or slow acting bowels? Are you suffering from temporary constipation and resulting biliousness, headaches, bad breath? Many people suffering in misery have been relieved.

Drive Out the Bad

Do you feel weak and run-down because of poor elimination? Persuade all you to DRIVE OUT THE BAD STUFF from your bowels.

Take Care of Yourself

Do you know that very often toxins or poisons caused by constipation could cause you much sickness? This trouble can often be relieved by use of a good Laxative.



For Man, Woman, Child

Picture shows man's intestines where waste matter collects. Kleen-U Pills helps keep your bowels active and helps when you suffer from temporary constipation.



Price 25c Only.25c
Large Size .50c

No. M-709

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

EXTRA HEAVY — LARGE SIZE HAIR STRAIGHTENING COMB

"The KING Of Them All"

Be Your Own Hair Dresser—Save Money. Get the Finest HAIR Straightening Comb we know of. Made of **EXTRA HEAVY** Metal with Special **CURVED TEETH**. Holds heat **EXTRA LONG** time to give best results. Rich looking, highly polished, wood handle that keeps cool. Comfortable and easy to use. Tames the wildest, hardest and most stubborn HAIR into long **STRAIGHT** Looking Beautiful strands. If you crave to dress your HAIR so that it will win admiring glances everywhere, lose no time in ordering a **SPECIAL, CURVED TEETH HAIR STRAIGHTENING COMB** Today.

**EXTRA
HEAVY**

**10 1/2 inches
Long**

Special
CURVED TEETH PRICE \$2.00
With Classy Handles Made by Experts **ONLY**

Order by
No. D-105



Sweet Georgia BROWN HAIR DRESSING POMADE

**KEEPS HAIR
LOOKING GOOD**



**TEMPORARILY
STRAIGHTENS
HAIR**

Now Hair Beauty Now Attracts. Use **SWEET GEORGIA BROWN** Hair Dressing. Rough, coarse, unruly Hair needs to be treated and dressed in place. Just put on **SWEET GEORGIA BROWN** Hair Dressing, then comb and brush the Hair in place. Temporarily Straighten wild Hair and make it look more Attractive. Beautiful Well Dressed Hair helps win in Love and Business. Use only **SWEET GEORGIA BROWN**. You may see, but it is worth it because it does the work. Do not accept cheaper substitutes. Men use it with Brush and Comb. Ladies can use with or without Hot Comb. Directions on can.

**LARGE
Beautiful
CAN**
55c EACH
OR **3 CANS**
for \$ **1.50**
only

**BIG
SELLER**

Order
By
No. V-70

Agents Wanted—Write King Novelty Co. 2243 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



SLICK BLACK

REG. U.S. PAT. OFF.

**COLORS GRAY HAIR
BLACK IN 2 MINUTES**

**TEMPORARILY
STRAIGHTENS
DRESSES and IMPARTS
BLACK COLOR TO THE HAIR**

**FOR
MEN
AND
WOMEN**

LOOK 10 TO 20 YEARS YOUNGER

Don't worry any longer about **GRAY HAIR** that makes you look old or less eligible love, Romance or a good job. All you have to do is order a box of **SLICK-BLACK**. It is a **NEW, most amazing DISCOVERY** that makes your hair **STRAIGHTER** looking and imparts a **JET BLACK COLOR** to your **HAIR** at the same time. Take years off your appearance. At Sixty, Look Forty. At Forty, look Twenty. Just follow the directions on the box and impart **JET BLACK** color to Gray Hair so that you will look years younger.

Don't be without **SLICK-BLACK** another minute. Remember, this amazing preparation **WORKS DOUBLE**. Gives you **STRAIGHTER** looking Hair at the same time it imparts a **JET BLACK Color** to your Hair. Help you to **LOOK 10 to 20 YEARS YOUNGER**. No mess; no fuss; no bother; change from bottle hair-dye to **SLICK-BLACK**. Buy a box today. Don't accept any substitute. Insist on the original **SLICK-BLACK! STRAIGHTENS HAIR** temporarily and imparts **BLACK COLOR** to HAIR. Mail 55c for your **SLICK-BLACK** or send \$1.10 for Two Boxes. Send cash, stamps or post office money order. We do not send one box C.O.D. Get **SLICK BLACK** today!

Order by No. V-91

2 Boxes \$1.10

Price Only . . **55c**



Patent
Pending

Sweet Georgia Brown

SKIN BLEACH CREAM

TENDS TO LIGHTEN and BLEACH DARK SKIN

HELP YOURSELF TO LOVE WITH A PRETTY BRIGHTER-LOOKING SKIN



Start now to beautify your complexion and reap the rewards for a lighter, pretty skin. Many men are attracted to a lighter looking skin like needles to a horseshoe magnet. Don't lose out because of a dark, muddy-looking skin. Brighten your skin to New Beauty. Send for a large jar of genuine **SWEET GEORGIA BROWN SKIN BLEACH CREAM** today. Use it according to the simple directions on the label. Then see the thrilling improvement in the appearance of your skin after you use it for only a few days.

Don't wait any longer. Get **SWEET GEORGIA BROWN BLEACH CREAM** today. 50c plus 5c U. S. Govt. tax plus 10c postage and packing charge **NOW!** Send 65c for your jar of **SWEET GEORGIA BROWN BLEACH CREAM** or \$1.10 for two jars. Your money back if not delighted.

Don't surrender to dark, muddy-looking skin. Free yourself of the misery often caused by a dark complexion. Order a jar of **SWEET GEORGIA BROWN BLEACH CREAM** today.

Order No. V-3—Price

including tax and packing **55c**

2 Jars for \$1.10



Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

**LADIES
and
MEN**

HAIR GLOWER

DON'T BE JINXED
with Bad Looking Hair that holds you back
because it spoils your looks. Help your
hair to New Beauty with Sweet Georgia
Brown Hair Glower. Dull, crimp
Hair looks shorter. Use Hair
Glower, it helps make Hair look
Straighter, Longer, and Glos-
sier by Smoothing it out and fixing
it in place. Full directions on
jar. Order yours now. Be
thrilled with the new Hair
Beautifying effect Hair
Glower gives your hair.

ORDER BY No. 572

Price
Only **55c**
with Tax



AGENTS WANTED

SELL SWEET GEORGIA BROWN FACE and HAIR GOODS

MAKE BIG MONEY

Mail Coupon and 3¢ Stamp For
FREE SAMPLES
and **FREE CATALOG**



VALMOR
and
Sweet Georgia Brown
Beauty Products



Dear Friends—Let this be your **LUCKY DAY** by mailing the
COUPON right away. Let us show you how you can be a money-
making Valmor Agent. We need men or women everywhere to
be Agents for **SWEET GEORGIA BROWN** Hair Dressing
Pomade, Skin Brightener, Bleach Cream, Face Powder, Incense,
Jewelry, Perfume, 300 products. Work spare or full time and
make up to \$40.00 a week or up to \$6.00 in a single day. Just
send **COUPON** and 3c stamp to cover postage for **FREE**
SAMPLES of Hair Dressing, Face Powder; **FREE BIG CATA-**
LOG filled with pretty pictures and **FREE SAMPLE CASE**
Offer to Agents. Hurry! Fill out and mail **COUPON** today!

VALMOR PRODUCTS CO.

Dept. 21-A 2241 Indiana Ave., Chicago, Ill., U. S. A.

**CUT OUT
AND MAIL
COUPON
NOW!**

VALMOR PRODUCTS CO. Dept. Y-3
2241 Indiana Ave., Chicago, Ill., U. S. A.

I want to be a Valmor money-making Agent. Please
send me **FREE SAMPLES** of **SWEET GEORGIA BROWN**
Hair Dressing Pomade and Face Powder, **BIG FREE**
CATALOG and **FREE SAMPLE CASE** Offer so I can
start quick as your Agent and make Big Money right
away. Enclosed find 3c stamp to cover postage.

Name _____
Address _____ Box _____ R.F.D. _____
City _____ State _____

FREE! WITH
THIS
COUPON

SEND ALL
ORDERS TO **KING NOVELTY CO.** 2243 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

The Great GO-BO Brand Novel

NUMBER

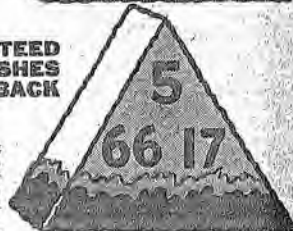
Incense

Just take a piece of INCENSE out of the Box and light it. Then watch the NUMBERS COME OUT in the ASHES.

NUMBERS APPEAR IN BURNING ASHES

Are you interested in NUMBERS? For Centuries thousands of people have always been attracted by the Mystery of NUMBERS. Numerologists and Mathematicians have written books about NUMBERS. What do NUMBERS stand for in your life? What combination of NUMBERS do you like best? You can have great amusement with this GREAT GO-BO Brand Novel NUMBER Incense. Burn a piece and see what NUMBERS Come Out.

BUY A BOX AMAZE YOURSELF



NUMBERS GUARANTEED TO COME OUT IN ASHES OR YOUR MONEY BACK

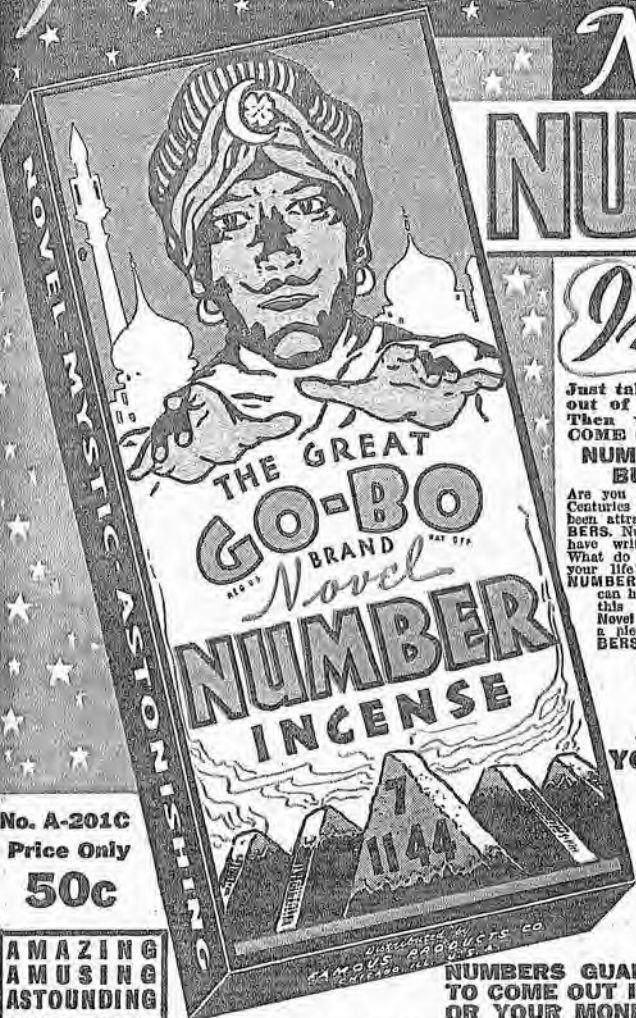
NUMBERS COME OUT IN ASHES

The GREAT GO-BO Brand Novel NUMBER Incense seems to be the most Weird looking, the most Mystic looking Incense known to man. Just Burn a piece and see for yourself—NUMBERS appear almost like MAGIC in the ASHES. Like the Handwriting on the Wall, You'll be Amazed. You will Marvel! Unfailingly—Without a falter—Little by Little—Surely—each NUMBER creeps into Form. Buy a Box Now. See this MYSTIC PERFORMANCE yourself. You should be pleased. Many of our customers might buy this Incense believing they are going to get a LUCKY NUMBER, but we, of course, make no claims to this effect, and sell only as a Very New, Novel Incense. When lighted and burned NUMBERS appear in the ashes, but we do not claim that these Numbers are of any value. Great Fun and Amusement can be derived, and you might amuse yourself with different Games that might be interesting when burning this Incense. NUMBERS GUARANTEED TO COME OUT IN THE ASHES.

ORDER BY NUMBER A-201C

Big Box 50¢ or 3 for \$1.00

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill. U. S. A.**



**No. A-201C
Price Only
50c**

**AMAZING
AMUSING
ASTOUNDING**

Kiss Me Again Perfume

FAVORS LOVE and ROMANCE

HE LOVES HER
BECAUSE HE
CAN'T RESIST THIS
ENCHANTING
PERFUME



**THRILLING
AROUSING**

The Oriental Odor of this Perfume seems like a breath from Ancient Egypt or the South Seas. Passionate, Mysterious, Exciting, it is said to Arouse Sweet Dreams of Romance and LOVE.

Lasting Odor

This Enchanting Perfume is liked real well by the Younger Set and those who like to FEEL YOUNG. Once tried, we feel certain it will become Your Favorite. So Hurry. Order your bottle of KISS ME AGAIN Perfume NOW. You'll Be Thrilled When You Get It.



No. V-233
Price Only... **25c**

LUCKY JICKEY Perfume

A Mysterious Fragrance
that ATTRACTS and
TANTALIZES



LUCKY SWEETHEARTS

They are ATTRACTED to each other. The Sweet-Smelling, Soothing Odor of LUCKY JICKEY is all about her. This ATTRACTS him and LOVE is in the Air. Many believe they owe their Good Fortune to LUCKY Jickey Perfume.

STRONG and LOUD

A drop or two on your handkerchief or clothes; or a Dab on your Lips and Behind your Ears, surrounds you with a Delightful Fragrance, making your personality and charm even more alluring. Order your Bottle of LUCKY JICKEY Perfume Today. You'll sure like it.



No. V-237
Price Only... **25c**

TRUE LOVE PERFUME

The Choice of TRUE Sweethearts

KEEP YOUR LOVER
TO YOURSELF

Feel The Charm
OF TRUE LOVE.
Ladies and Girls:—Keep
yourself Sweet and Fragrant
to that whenever HE Gets
Near You He Will Be AT-
TRACTED and never want
to go away.



HIS
KISS
WINS

HE LOVES HER

His TRUE LOVE for her grows Stronger and Stronger every day. When she surrounds herself with Heavenly Sweetness of TRUE LOVE Perfume, his LOVE sees even More STRONG.

**Sweet Lasting
FRAGRANCE**

Put a few drops on your handkerchief or clothing. See how you ATTRACT. Notice the Admiring glances of the Men Folks' coming Your Way. Many say they like this Perfume best of all. Order a Bottle Today!



No. V-234
Price Only... **25c**

HUG ME TIGHT Perfume

HELPS DRAW YOUR LOVER
TO YOU LIKE A MAGNET



Makes You Smell So
Sweet Your Husband
or Sweetheart Craves
To Hug You Tight.

**TRY IT FOR
A HAPPY
SURPRISE**

There's something about this ATTRACTIVE Odor that seems to make MEN want to Cuddle You up in their arms and hold you very Tight. For a real thrill try this Wonderful Perfume.

**Few Drops
Lasts All Night**

Hug Me Tight Perfume is very fragrant and LONG Lasting. It lingers around you like a fascinating dream and often proves an Exciting Stimulant to LOVE and Romance.



SWEET
AS A
KISS

No. V-235
Price Only.... **25c**

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

Use these Sweet Long Lasting
Delightful PERFUMES

ATTRACT by SMELLING SWEET



SURE LOVE Brand

Did you ever see Happy Sweethearts ATTRACTED to each other? You see how Happy they are, just like two Love Birds, and does that man enjoy kissing his girl? If he does, you can feel pretty sure she is smelling Sweet and Attractive. The Perfume she uses may be her secret. Are you looking for a Secret **Order** to help you be more Attractive and draw the attention of others? Then, why not make this marvelous **Order** Love Brand Perfume help you to succeed in LOVE and Romance. **Order No. V-245**
Price Only..... **25c**

JUST
25c
LONG
LASTING
FRAGRANCE



DOUBLE LUCKY Brand

If you have ever seen two people Happy in their love for each other, it may be you felt they were **DOUBLE LUCKY**. It is well known that people have believed certain types of Perfume Fragrances to be more Lucky than others. Many famous women have won Love because of the Fragrance of the Perfume they were wearing to Charm their Loved Ones. If you feel that you will be more Lucky by using a certain Perfume, we wish you great Happiness and Enjoyment. We, however, make no claim that **DOUBLE LUCKY** Brand Perfume will attract Love or surely bring Luck, but sell it only by its brand name, **Double Lucky Brand Perfume**. **Order by No. V-247**..... Price...

THE SWEET PERFUME SHE
USES FILLS THE AIR AND
THRILLS THE MEN, THEY
ALL LOOK HER WAY.

SAVE MONEY
All 4 Bottles **95c**
For Only... **95c**

Order a bottle of each Fragrance. Then, you have a different perfume to put on every day. Use on handkerchief, clothing, under the arms, behind the ears before going out. Fill the air around you with Sweetness and Attract admiring glances wherever you go.

JUST
25c

WONDERFUL
FRAGRANCE

JUST
25c



JICKEY & JOCKEY Brand

Do you like the fragrance of Wonderful Sweet Lasting Perfume? Here is a fragrance we feel sure you should love. Many of our customers have complimented us on our famous **Jickey and Jockey Brand Perfume** and almost everyone has heard of Jickey and Jockey. It Smells Good in the bottle and will Smell Good on you. Use on handkerchief, clothing, rub a little behind the ears, and use in the bath. Surround yourself with Fragrance. Used by both Men and Women. **Order by No. V-246**.....

ONLY
25c

SWEET
LASTING



LOOK ME OVER Brand

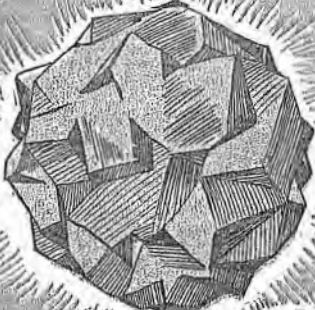
Did you ever see a girl or woman walking down the street? Both men and women turn their heads to look her way. One of the ways to Attract admiring glances is to smell Sweet. That Sweet Fragrance as you walk by should certainly be an aid to Attract Love and Romance and be a great help in having a Man Look Your Way. Look Me Over Brand Perfume smells so good that it should be a great aid in helping you Win admirers and friends. It should be a help to more Happiness and Enjoyment in life. You will like the Exciting Alluring Odor of this Perfume. Order a bottle now. **Order by No. V-248**
Price Only..... **25c**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus tax cents postage when he delivers your package.

MAGNETIC LODESTONE

BUY TWO

JOHN THE CONQUEROR ROOT



BUY BOTH

**GET
THIS
Alleged
LUCKY
MO-JO**

for ONLY \$1.00

**COIN
FREE**

OF EXTRA
COST

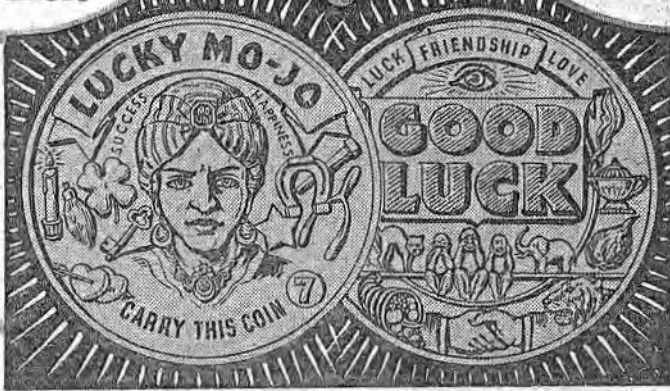
LODESTONE has been used by many people, both in the past and in the present, for the purpose of **Drawing LUCK** such as to Bring in the Winnings in Games, or to Bring **LUCK** in Money Matters or **LUCK** in Love and Romance. Even though it is true that the Carrying of a **LODESTONE** has been considered **Lucky**, we make no claims like this and sell it only for people who desire it as a Curio.

The price of this Lodestone is... **50c**

HIGH JOHN THE CONQUEROR ROOT has been considered the **KING ROOT** of the forest. It has been recommended by Conjurors or so-called **Root Doctors** and has been sold for high prices. These Voodoos, we believe, told their customers to carry the **Root** for **LUCK**, **Winnings**, and **SUCCESS in Love**. We do not sell for this purpose and make no claims that it is valuable as a **Luck Bringer**. It is sold to you only as a Curio.

Price of each Root... **50c**

- 21 SYMBOLS
ON THIS COIN**
1. Cat's Eye
 2. Burning Incense
 3. John the Conqueror Root
 4. Tiger Head
 5. Clasp Hands
 6. Horn of Plenty
 7. Lodestone
 8. Mo-Jo Head
 9. Elephant



10. 3 Wise Monkeys
11. Black Cat
12. Burning Candle
13. Rabbit's Foot
14. 4 Leaf Clover
15. Key
16. Heart and Arrow
17. Number Seven
18. Star
19. Horseshoe
20. Horseshoe Nail
21. Wishbone

**ORDER
NOW**

**ORDER
TODAY**

GET LUCKY MO-JO ALLEGED COIN FREE of extra cost when you buy this **Magnetic LODESTONE** and **John the Conqueror ROOT**. This Coin has on it the words, "**GOOD LUCK**" and 21 Alleged Symbols of **LUCK**. We make no claims that because all these **Alleged Lucky Symbols** appear on the coin that it will bring **LUCK**. We, however, do give it **FREE** of extra cost to those who wish to Carry it in their pockets as a Pocket Piece. Get this **LUCKY MO-JO COIN FREE** of extra cost today. Just order your **Lodestone** and **John the Conqueror Root Curios**. Send \$1.00 and these goods will be sent to you quick.

ORDER BY NO. A-557.....**PRICE FOR ALL \$1.00**

AMAZING OFFER! BOTH for ONLY \$1.00

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

Sweet Georgia Brown
FACE POWDER
 Wonderful Powder
 Order Now
ONLY 55c V-40

HAVE LIGHTER LOOKING SKIN—Use **SWEET GEORGIA BROWN** Face Powder, and lighten the appearance of SKIN instantly. Women and Girls of tan and dark types of beauty should Tan or Dark complexions. **SHADES:** Aristocratic Brown, Dark Brown, Sun Tan, Hi-Tan, Brunette, Deep Pink, Flesh.

SWEET GEORGIA BROWN
VANISHING CREAM
 Always use Vanishing Cream before using Face Powder. It acts as a foundation. Face Powder will stick better and not blot off easily. Put a little Sweet Georgia Brown Vanishing Cream on Face, Neck, Arms, and Hands. It vanishes away in one minute. Helps prevent oily skin and shiny nose. Your Face is your Fortune. Help keep it lovely.

ORDER BY V-1 55c

ODOR-RID
 Smell sweet
 For Men and Women

Men Love Women who smell Sweet. Help get rid of Body odor. Don't Lose Out in Love or Business because of body odor. Keep Sweet. Get a jar of Sweet Georgia Brown Odor-Rid Today. Directions on every jar.

No. V-130 55c

Cocconut Oil SHAMPOO

Ladies, Girls, Men, Boys, even Babies must have clean HAIR first if they want their HAIR to be Beautiful. It doesn't do any good to use Pomade, Tonics, etc., on dirty HAIR. Wash your HAIR once a week with Cocconut Oil Shampoo. See how nice your Hair looks. Just follow directions. In only one minute your whole head becomes covered with Thick, Fluffy lather which loosens up dirt, dandruff and scales.

No. V-81... Price Only 55c

SWEET GEORGIA BROWN
MAGIC PINK LOVIN' CREAM
 No Rouge Required. Right before your eyes a Magic Pink Lovin' Cream brightens the appearance of your Skin. If Skin is light, use a little. If Dark, use more.

No. V-14. Price 55c

PRESSING CAP
TIE CAP on HEAD
GO TO SLEEP

Throw Away Old Stocking Caps. Get a smart looking **SWEET GEORGIA BROWN** Hair Pressing Cap, and help keep your Hair Smooth, and well Dressed, while you sleep or rest. Fits head like a glove.

No. V-100 55c

BRILLIANTINE HAIR PERFUME
DRESS UP YOUR HAIR
KEEP IT GLOSSY

Have Brilliant, Glossy, Soft, Beautiful looking HAIR in one minute. Put a few drops of Sweet Georgia Brown Brilliantine on your Hair. Brush before combing Hair. Order a Bottle Today.

No. V-85 55c

SKIN BLEACH CREAM

Help your SKIN to look Brighter, Clearer, and alluringly beautiful. Help dark, muddy Skin. Do all you can to brighten it. Order a jar of Sweet Georgia Brown Bleach Cream. Use it every morning and evening to help brighten your Complexion. Send 50c for a jar. Your money back if not satisfied.

V-3 PRICE 55c

Sweet Georgia Brown
HAIR DRESSING POMADE
FOR MEN AND WOMEN

HAIR DRESSING POMADE
 Silk your HAIR temporarily straighter looking. Use **SWEET GEORGIA BROWN** Hair Dressing Pomade. Does it in one minute. Men and Boys — Make rough, wavy, unruly Hair lay down smooth. Use with or without hot comb.

V-70 ONLY 55c

No. V-172 55c
STRAIGHTENING COMB
 With POMADE and SHAMPOO
ALL FOR 2.20

SPECIAL OFFER
SWEET GEORGIA BROWN
 Hair Dressing Pomade
 Cocconut Oil Shampoo
 Hair Straightening Comb
 Order No. C-111
 Price Only..... **\$2.20**

SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

FAST Scrubbing Essence

ANY ONE
PRODUCT OF THIS
PAGE \$1.00
OR 3 FOR \$2.00



A Book that tells about Conjure mentions the following: **FAST Scrubbing Essence** a mixture of 13 oils. It mentions that this **FAST Scrubbing Essence** has been burned with incense for **Rich FLY LUCK Business Success**, and we assume that this mixture has been used for any sort, or all kinds of **LUCK Purposes**, such as, **Winning in LOVE, GAMES, MONEY MATTERS**, etc. We make no claims that this **FAST SCRUBBING ESSENCE** should be used, or it would be viable for bringing about **LUCK**. We do, however, make it from 13 Essences, as near as possible to Formula given in Book.

DIRECTIONS on each bottle are as follows: Pour into pail of water for scrubbing and washing floors, cleaning doorsteps, etc. Get into corners of rooms, closets, and dark places. Very Strong—Use only few drops. Try a Bottle yourself. Only a few drops needed, because it is very Strong, and use when Scrubbing Floors, Washing Doorsteps, Washing Clothes, Sprinkling in Drawers and Closets, etc. Its Delightful Sweet Fragrance smells so good and assists in making home life more Pleasant. Remember: **FAST SCRUBBING ESSENCE** is made from Concentrated OILS and is therefore VERY STRONG. A little goes a long way.



\$1.00
or
3 for \$2.00



No. A-409 **\$1.00**
Price Only
3 for Only \$2.00

WATER OF NOTRE DAME

BIG SELLER

This is an interesting and strange substance, which was described in a Book about Conjure. It said in a Book about Conjure, that **WATER OF NOTRE DAME** is Sprinkled about the Home to make Peace. We, of course, do not sell for this purpose, and make no claims that it brings about any Supernatural effect. We offer as a Curio to people who would be interested in obtaining **WATER OF NOTRE DAME**, and feel that when it is Sprinkled around the Home and used according to Directions it will create an aromatic Sweet smelling, Pleasant, Enjoyable Atmosphere. Sprinkle in Corners of Room, in Closets, in Drawers, in Water for Washing Clothes, etc. Order your Bottle of **WATER OF NOTRE DAME** Now. Directions on bottle.



Order by No. A-410
Price Only **\$1.00**
3 Bottles for Only \$2.00

HAS-NO-HARRA Perfumed Lotion

A Book tells us about various Paraphernalia of Conjures mentions that **HAS NO-HARRA** brings **LUCK** to Gamblers. Whether this is so or not, we cannot vouch, but we are acquainted with the fact that preparations and articles of this, or similar nature have been used by many people for such things as bringing about **Winning in Money Matters**, as well as **Love Affairs**. However, we make no claims that **HAS NO-HARRA** will bring about any Supernatural, Uncanny, or Unearthly Accomplishments, and sell only as a Curio. We, however, have made it up according to the same Formula that is given for the Genuine **HAS NO-HARRA**. The bottle that it comes in is Beautiful and Artistic. Directions on Every Bottle.



Order by
No. A-411
\$1.00
3 Bottles for \$2.00

\$1.00 3 for \$2.00

ARTIST'S CONCEPTION OF GAMBLER WINNING

3 JACKS and a KING PERFUME



SWEET PERFUME
HELPS ROMANCE
STRONG, VERY GOOD; LASTING FRAGRANCE

It is mentioned in a Book that Perfume of this name has been used to bring **LUCK** to Gamblers. We, of course, make no claims to this effect and sell only as very Excellent Perfume that can be used by both Men, as well as Women. Put a little on your handkerchief, clothes, before going out, and create about you a Refreshing, Delightful, Attractive Fragrance. Order yourself a Bottle of **3 JACKS and a KING Perfume**.



Order by No. A-203P
\$1.00 3 for \$2.00

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

Sterling SILVER BIRTHMONTH RING

MADE
OF
GENUINE
Sterling
SILVER



MAGIC was the original motive for wearing Jewels said a Professor. There are numerous examples that Jewelry has been worn and even now is subconsciously worn for its supposed **MAGIC** properties. One book on the **POWERS** of Gems says: Any Jewel so worn must be classed as a **CHARM** which word means anything worn to secure **GOOD FORTUNE** and **Get Rid of Evil**. Some prefer the name **MASCOT**—anything that **Brings GOOD LUCK**. The origin of the belief that to each **MONTH** of the year a special Stone was dedicated and that the Stone of the Month was endowed with a peculiar virtue for those born in that month may be traced back to the writings of Josephus in the first century.

Many people like to wear a stone that they believe is connected with **Their Own BIRTH-MONTH** with the Belief that the **BIRTH MONTH STONE** will bring **GOOD LUCK** in **LOVE** and **MONEY** matters, act as a **PROTECTION** and **DRIVE AWAY EVIL**. We make no claims to this effect for these **BIRTH MONTH RINGS** that we have listed below for sale. The months and the stones to correspond were listed by the National Association of Jewelers. The ring that you buy is set with a Simulated Stone in Sterling Silver mounting. We have also stated below the statements made in a book regarding **BIRTH STONES**. We make no claims that the wearing of the real stone or a simulated stone or these rings that we are selling will perform any supernatural miracles but have listed these beliefs because we feel you would be interested in reading what some authors have said.

WEAR THIS BEAUTIFUL BIRTHMONTH RING

No. 81—JANUARY GARNET —Said to give constancy and fidelity in every engagement and give cheerfulness and the ability to hold one's own in the world.	No. 84—APRIL DIAMOND —Said to give faith, purity, Life , Joy, innocence, and repentance and be good for developing concentration and to promote spiritual ecstasy.	No. 87—JULY RUBY —Said to give divine power, dignity and LOVE and hold to the owner the love of those loved. Also said to cause obstacles to melt away and inspire one with bravery.	No. 90—OCTOBER OPAL —Said to denote hope and good fortune, to sharpen the sight and to strengthen the faith of the possessor. It may safely be worn if it is the stone of the Birthmonth.
No. 82—FEBRUARY AMETHYST —Said to be a sure averter of drunkenness and to Bring Peace of Mind and promote chastity and strengthen Will Power.	No. 85—MAY EMERALD —Said to give faith, Success in Love , discover false friends, true friendship, felicity in domestic life, and change color when false friends are near.	No. 88—AUGUST SARDONYX —Said to give conjugal felicity and also said that it favors fortune and that the woman whose stone it is and does not wear it will be lonely.	No. 91—NOVEMBER TOPAZ —Said to give fidelity of friendship, prevent bad dreams, cheer the wearer, strengthen the intellect, brighten the wit, protect against the perils of the sea.
No. 83—MARCH BLOODSTONE —Said to give COURAGE , SUCCESS , and WISDOM in perilous undertakings. In the West Indies it is used for the cure of wounds, being wetted in cold water.	No. 86—JUNE PEARL —Said to give purity and innocence, also clearness to physical and mental sight. Also said that its Beauty depends on health of the wearer.	No. 89—SEPTEMBER SAPPHIRE —Said to give Truth and constancy; free from enchantment and insure protection against many diseases and to warn of hidden dangers.	No. 92—DECEMBER TURQUOISE —Said to give Success , happiness, prosperity in Love , and obtain friends as is verified by the old saying: "He who possesses a Turquoise will always be sure of friends."

SEND PIECE OF STRING OR STRIP OF PAPER FOR SIZE
 GIVE RING NUMBER AND MONTH
 GENUINE STERLING SILVER RING.....EACH **\$1.10**

We reserve the right, when we cannot obtain the Simulated Stones listed above, to substitute simulated stones of those listed as Modern Birthstones by the Precious Stone Dealers' Association of New York.

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.